

# CHEMIST & DRUGGIST

the newsweekly for pharmacy

March 3, 1990



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## Co-op loses 'relocation' court appeal

## Ex-minister wants urban GPs to dispense

## How to sell pet medicines

## Activity forecast in personal care market: AGB

## Setting the scene for a Spring commercial

## Pharmaceuticals ICI top performer

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# CHEMIST & DRUGGIST

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# COMMENT

**I**t seems that the Body Shop campaign railing against proposed EC legislation that would have resulted in increased animal testing on cosmetic products is quite unnecessary. By the time it was launched a UK proposal amending the contentious element in the sixth draft of the 1976 Cosmetic Directive had been supported by a majority of Member States at a meeting on February 19. As a result the Commission is expected to introduce substantial changes, thus quelling the fears of the industry.

The Cosmetic Toiletry and Perfumery Association has been behind the British lobby, and for this industry should be grateful. Some of the media coverage has paid scant regard to its actions.

The proposal the CTPA says will now be amended required an inventory of all cosmetic substances in use in the Community on December 31, 1992. The chemical identity of each substance, the category of the cosmetic product in which it would be used, its function, and an assessment of its safety all had to be given — but the safety element listed a great raft of possible animal tests for the substance to satisfy in annexe VIII(3). These included cutaneous irritation, ocular irritation, cutaneous

sensitisation, mutagenicity, acute toxicity, and so on. The CTPA understands that as a result of its pressure the tests in annexe VIII(3) will be deleted by the Commission.

Both industry and the CTPA will still be concerned by the remaining red tape. Companies will be faced with a colossal task to complete satisfactorily an inventory of all substances used in their cosmetics, even with the spectre of having to make further tests on animals removed. And we understand the Commission still has to decide the scope of its definition of a cosmetic — it ran out of time at its February meeting. But the present proposal to include anything that is not a medicine is felt to be much too wide. Another case for CTPA lobbying power to come to the fore.

Meantime the public must not be too brainwashed by the various animal and green lobbies. The marketing power of these initiatives can be judiciously harvested without being over-exploited. The bulk of industry is exerting sensible pressure from within to phase out animal testing, but until viable alternatives are found it must be prepared to accept a limited amount. Objectors will no doubt be prepared to put themselves forward as human guinea pigs!

# NCC loses Barwell 'minor relocation' appeal

Leicestershire Family Practitioner Committee has won its appeal against a High Court judge's order that it should compensate National Co-operative Chemists for withdrawing a shop at Barwell.

Lord Donaldson, Master of the Rolls, and Lords Justices Stocker and Woolf overturned Mr Justice Roch's February 1989 ruling in favour of the Manchester-based chain.

NCC decided to close their business at 6a High Street and open another at a more competitive position at 50-54 High Street after a rival pharmacy set up in the same road. NCC claimed they were due payment under the new contract compensation scheme. In September 1987, Leicestershire FPC refused the application on the grounds that the company was undertaking a minor

relocation which did not fall within the scheme. But Mr Justice Roch ruled it was eligible.

Allowing the Appeal on Monday, with costs, Lord Justice Woolf said the FPC's task was to deal with the reality of the situation. He had no doubt NCC's

move was a minor relocation and as such did not entitle the company to compensation. It was not intended that a substantial sum, in this case £23,269, should be paid to those who were merely moving their business premises within the same street.

## EC 'animal testing' Directive to be modified?

Proposals for European cosmetics legislation which could mean an increase in animal testing of ingredients (*C&D* January 6, p5) may have been thwarted, according to the Cosmetic, Toiletry and Perfumery Association.

With the support of all Association members, the CTPA says it mounted an intensive and successful lobby against EC Commission proposals for an amendment to the Cosmetic Directive for increased animal testing on cosmetic ingredients. These efforts culminated in a forceful representation by industry, presented to the Commission on February 15, says the Association.

At a meeting in Brussels on February 19, the UK Government's opposition to these proposals was supported by a number of other member states. As the proposal is unlikely to receive qualified majority approval, the Commission is expected to introduce substantial amendments, says the CTPA.

The Body Shop, whose shares have fallen as a result of fears about the possible impact of the EC Directive, last week launched its own campaign against the proposals and in one day collected 75,000 signatures on a petition from customers in their British shops.

The Body Shop plans to ask EC officials in Brussels for a ban on animal testing in the cosmetic industry by 1993, and for official recognition of proven alternatives to animal testing for cosmetic ingredients.

Speaking on Tuesday to 350 Body Shop franchisees from over 50 countries managing director Anita Roddick said: "We want cosmetic companies which continue to test their raw ingredients on animals to be

forced to carry labels saying: 'This product has been tested on animals'."

An EC official was quoted in the *Financial Times* earlier this week as finding the behaviour of the Body Shop's share price as "incomprehensible" and categorically denied that proposed changes to the Cosmetics Directive would increase the amount of animal testing.

Richard Collard, chairman of Creightons Naturally who also manufacture products for companies such as The Body Shop, have totally refuted the need for such testing: "We shall stand firmly behind the BUAV's new Euro-wide campaign to oppose the European Commission's latest proposals, and we vigorously lobby within the CTPA to ensure that our voice is heard."

## MPs chip in

Nearly 30 MPs have signed a Parliamentary motion expressing concern about the draft European Directive on the testing on animals of new cosmetic ingredients.

The MPs "salute" the record of The Body Shop, Beauty Without Cruelty and Crabtree & Evelyn in promoting cosmetics not tested on animals. The MPs applauded such initiatives in the interests of animal welfare and consumer choice.

The motion said that the cosmetics industry should be reducing, not increasing the amount of product testing on animals and urged the Government to resist the EC draft directive at every opportunity.

Leading signatories to the motion are Labour MPs Ron Davies, Robin Corbett and Joyce Quin.

## Coleman puts case for review body

Pharmaceutical Services Negotiating Committee vice-chairman David Coleman says there is an obvious case to be made for a review body for pharmacy.

Addressing the Isle of Man Branch of the Royal Pharmaceutical Society on Tuesday, Mr Coleman said pharmacy was not a body to take sanctions against patients, and a review body seemed sensible, even though it does not fit comfortably with Government philosophy.

Mr Coleman said the loss of the cost-plus contract had left pharmacy in a no-man's land. "We have a discount inquiry which the Department says should lead to a discount figure of 9.8 per cent."

Mr Coleman said he did not believe all the costs had been taken into account. He cited dead stock, which had increased dramatically recently due to dating policy changes.

He added that the higher the discount averaging figure used, the more pharmacies were disadvantaged by it. "It seems to me that the paymaster has an obligation to set a scale achievable by 75 per cent of contractors rather than the 50 per cent implied by the averaging."

Mr Coleman did, however, welcome Mr Clarke's move to widen the scope of "pharmaceutical services" as envisaged in the NHS Act.

## Bill out!

A Private Members' Bill which would have given people the right to look at manually held medical records (see *News* last week) failed in its second reading in the House of Commons last Friday after Conservative MP Ian Taylor talked until the time for debating the Bill ran out.

The Campaign for the Freedom of Information who sponsored the Bill were reportedly writing to Health Minister Kenneth Clarke to ask for an unopposed second reading this week.

Tampon manufacturers have been asked to provide information about toxic shock syndrome in pack inserts, but the Government at present has no plans to make regulations under the Consumer Protection Act 1987, Consumer Affairs Minister Eric Forth says.

## OTC market 'buoyant' says Euromonitor

The UK OTC healthcare products market has proved to be more buoyant than many other consumer sectors, according to Euromonitor's "UK OTC Healthcare Report 1990", due to be published later this month.

Between 1984 and 1989, says the report, the OTC market grew by 22 per cent in real terms. The market was expected to have increased to £654m in 1989 - 11 per cent up on 1988. An increase in the number of elderly people who tend to be relatively high consumers of OTC products, deregulation of certain drugs and a high number of product launches, leading to higher advertising budgets, have all contributed to the growth, says the report. Euromonitor say the report examines the key issues that surround the diverse OTC market providing an objective analysis of the industry. The report will be available at £450 from Euromonitor, 87 Turnmill Street, London EC1M 5QU. Tel: 01-251 8024.

# Eminase long term benefit confirmed

Evidence emerged this week that heart attack patients treated with anistreplase (Eminase, Smithkline Beecham) have improved survival in the long-term as well as the short-term.

The final report of the AIMS Group (APSAC Intervention Mortality Study), published in *The Lancet* last week, revealed that at 30 days, 40 (6 per cent) of 624 patients on anistreplase had died, compared to 77 (12 per cent) of 634 patients given placebo in the double blind study.

The difference was maintained at the long-term follow up at 12 months, when 69 (11 per cent) of the anistreplase patients had died, compared with 113 (18 per cent) of the patients given placebo.

The researchers say that the effect on mortality is not related to time between onset of symptoms and treatment or any patient characteristic. Site of infarction and age were found to be the most important influences in one-year survival.

The researchers concluded that more comparative work with established treatments now needs to be done.

## Recalls: Evans....

Evans Medical are recalling all atenolol tablets 100mg, batch number E93310A, packed in cartons of 28 tablets (two x 14 tablet blisters).

Some blisters of this batch have inadvertently been packed into cartons of Evans atenolol tablets 50mg. Customers are requested to urgently check stock of atenolol tablets 50mg and 100mg and return any bearing batch number E93310A to their wholesaler for full credit.

## ...Dendron

Dendron are recalling Dentinox Colic Drops, batch number BNOS71. Checks have indicated a possible microbiological contamination.

Stocks of Dentinox Colic Drops, batch number BNOS71 only, are to be returned to Dendron Ltd, 42 Caxton Way, Watford Business Park, Watford, Herts WD1 8OZ, for replacement or credit.

## Clarke to sponsor wider role amendment to Bill

The Government has confirmed it will take the initiative to change the law so as to pave the way for additional payments for pharmacists who provide an extended range of services for the NHS.

As reported in last week's *C&D* ministers are to insert a new provision in the NHS and Community Care Bill authorising the introduction of regulations awarding additional fees when agreement is reached on an expanded role for pharmacy.

Mr Kenneth Clarke, the Health Secretary, will sponsor the necessary amendment when the Bill — which has now completed its Committee stage — returns to the floor of the Commons for the report stage.

The new regulations, when introduced, will apply throughout the UK in accordance with an undertaking given by Mr Michael Forsyth, the Scottish Health Minister, when Mr Bill Walker

(Conservative) withdrew an amendment limiting their scope to Scotland.

Tory backbencher Roger Sims highlighted the desire of pharmacists to be more involved in health care. He said there was ample scope for them to do so — and not simply in undertaking such tasks as "removing the speck from one's eye, but carrying out basic health tests."

Mr Sims emphasized that pharmacists could keep records of long term medication, particularly for the elderly, as well as visit elderly people in their own homes or in residential accommodation and provide advice on medication and storage of medicines.

Mr Forsyth noted the persuasiveness of the arguments used by Mr Sims and said they had been accepted by the Government "in the interests of developing the services provided by pharmacists throughout the UK."

## MCA fees up

Fees for medicinal products for human use have been amended to incorporate a 70 per cent increase in all licence fees charged by the Medicines Control Agency.

Announcing this in the Commons, Virginia Bottomley, the Health Minister, recalled that when the Agency was established it was made clear that it would have to be fully funded by licence fees.

She said: "Fee levels were originally set too low to achieve this objective and have had to be increased. A full review of charges will take place over the next few months."

Mrs Bottomley told Mr Robin Cooke, Labour's Shadow Health Secretary, that pending the outcome of the review, concessions had been introduced for smaller companies.

**C&D Price Service:** The price for Formulix elixir 500ml (PIP code 344-663) should read £6 for one, nor for six as shown in the March *Price List*. We apologise for any inconvenience caused.

## Ex-Minister proposes GP-wide dispensing rights

Sir George Young (Con), the former Junior Health Minister, is to press the Government to give complete freedom to GPs to dispense prescriptions.

He is to table an amendment to the NHS and Community Care Bill seeking to remove the present restriction which limits dispensing by GPs to certain rural areas.

Sir George, who represents the Acton area of west London, told *C&D* that as a "new NHS" was about to emerge, steps

should be taken to make it more responsive to consumer needs.

He said: "I think it would be wholly wrong not to examine the present restriction which means that my constituents cannot collect medicines from GPs. The nearest chemist may be some distance away and could be closed."

Sir George stressed that until the NHS was set up in 1948, GPs could dispense the medicines they prescribed.

It is thought unlikely that the Government will agree to accept the amendment, which is due for debate during the report stage of the Bill.

■ The president of the RPSGB, Marion Rawlings, and the chairman of the PSNC, David Sharpe, have written jointly to the Minister for Health, Virginia Bottomley, seeking assurances on the Government's policy on dispensing within the NHS, in the light of Sir George's proposal.



# How to sell pet medicines

Hints on merchandising pet medicines were offered at an Agricultural and Veterinary Pharmacists Group meeting in London on Tuesday.

Margaret Lamb, a pharmacist and Safeway's trading manager, recommended that pharmacists should look at their customer profile before deciding which products to stock. Were there several "little old ladies with cats" or was it a rural area with many horse owners? She advised against trying to stock all the relevant products but to choose a selection of, for example, wormers, insecticides and conditioners. To stock every line could mean sacrificing space devoted to human medicines.

Window displays were useful in alerting customers to the fact that the pharmacy stocked pet

medicines, Ms Lamb continued, and displays should be changed every two weeks to maintain interest. Display in-store was difficult because PML medicines could not be sold by self-service and the packaging had less impact than that used for human medicines.

This point was also made by Mike Nelson, Safeway's pharmacy training manager, who said that manufacturers of human medicines had "got their act together" and presented their products in bright, colourful packs that were of similar size and could be displayed neatly on a shelf. In contrast, animal medicines came in a vast array of shapes, sizes and presentations — from sachets to syringes — which made attractive display difficult.

One solution was to group

products together according to therapeutic category and display them neatly inside lockable, glass-fronted cabinets. Although the pet medicines market was much smaller than that for human medicines, Mr Nelson felt manufacturers should put more thought into their packaging to help pharmacists sell more products.

Looking at the potential market, Andrew Cairns, principal of W. Murray (Chemist), Dumfries, said 50 per cent of households owned a pet. The total market for petcare products was estimated at £190 million a year, excluding foods, and the trend towards ethical products was working in pharmacy's favour.

The minimum stockholding for an adequate range of pet products was £200, he estimated.

Pharmacists should take account of local market needs and the existing competition, for example, pet shops, saddlers, and supermarkets. Window stickers and advertising helped identify the service and staff needed training so they could give advice to customers.

**Sytron credit** Parke-Davis are asking retailers who purchased Sytron in 500ml or 2.25l packs at the increased price, between February 1 and 21, to contact their order control department with proof of purchase. The marketing notices reference numbers are 156/146 and 159/149. Credit will be issued via wholesalers, for overcharging.

# Papaverine script confusion?

Possible confusion between papaverine and papaveretum has been raised following two potentially fatal dispensing errors.

Dr Alain Gregoire, King's College Hospital, writing in the *British Medical Journal* reveals that two almost identical cases have occurred in his patient within the past 12 months.

Scripts for papaverine injections are becoming more common in general practice as patients using intracavernous injections for erectile impotence are transferred to long-term treatment.

In the first case, the patient injected himself with 40mg papaveretum. Though he did not lose consciousness, he became very sleepy and lost all interest in sex. In the second case, the patient became suspicious after the pharmacist dispensed the script immediately, even though his doctor had told him the drug might need to be ordered.

In neither case was the prescription illegible nor written in the format required for Controlled Drugs.

**The new fraud unit** at the Department of Health, which looks into abuse by doctors, pharmacists and dentists, has already uncovered enough fraud to pay its operating costs for the next two years reports *Pulse*.

## PSNI COUNCIL

### Independent training body on the way?

The Department of Health and Social Services has no objection in principle to the establishment of an independent Post Qualification Education and Training of Pharmacists Committee which would be directly responsible to the Department.

At its February meeting, the Council of the Pharmaceutical Society of Northern Ireland agreed that its Education Committee should meet on March 12 to discuss a response.

Council discussed the pre-registration students' management courses to be held on April 9-10 and May 31/June 3, and the tutors' course scheduled for May 2. The following applications for registration as students were approved:

Jillian Helen Alexandra Bullock, 6 Mullinure Park, Armagh

Elizabeth Anne Dallas, 18 Mountain Road, Newtownards  
Elmer George Andrew Dawson, 3 Belfast Road, Lurgan  
Emos Patrick Donnelly, 42 Maginn Road, Sixmilecross, Armagh  
Ferne Sook-Peng Hiew, 22 Colleg Gardens, Belfast

Sharon Phyllis Maureen Kane, 13 Banbridge Road, Dromara  
Julia Eileen Lowry, 16 Broughton Park, Belfast

Arlene Morgan, 6 Rose Garden Comber  
Peter Robert Thomas McGowan, 2 Sandmount Park, Ballymena

Sharon Theresa O'Donnell, 1 Abercorn Street, Belfast  
James Taggart, 17 Albany Road Dungannon

The following applications for registration as tutors were approved:

Moffetts Ltd, 82 Burn Road Cookstown  
Paul G Campbell, 461a Springfield Road, Belfast



Health Secretary Kenneth Clarke congratulates the British Generic Manufacturers Association on its first anniversary at a dinner to mark the event. He said he found the BGMA an attractive organisation and was "sympatico". "I have fought less often with the BGMA than with most other people... I don't think my next battle will be with you." My Clarke was welcomed by chairman Keith Hemingway who said afterwards that the BGMA was now firmly established. He was extremely optimistic that new members would soon join founding companies APS, CP Pharmaceuticals and Evans Medical. Director Alan Smith said the continued support of the Health Secretary was greatly appreciated and forecast that generics would take over 50 per cent by volume of the script market in 1991. Market growth was assured by the health White Paper.

## Vested interest?

At the beginning of February customers of S. Haydocks Ltd were informed by the directors that the company had been taken over by AAH Holdings. They thanked everyone for the support over the years and promised that the new owners would be continuing "business as usual". Another relatively successful small company being bought over by a larger one is far from unusual these days. The retail pharmacy sector has a habit of creating successes out of companies who service it. Directors obviously see the financial wisdom in realising their investment and hard graft, particularly if their services are going to be retained by the new owners.

A few years ago Belmont Fotos were taken over by London Rubber PLC. Belmont, an outstandingly successful local company, owed its success to independent community pharmacies which made up 85 per cent of its business. Pharmacists were told the directors were

**"Are the directors of Haydocks saying AAH Holdings are going to change nothing?"**

staying on and nothing would change. Only a few months later Belmont were negotiating with Stewarts Supermarkets to provide a "yellow pack" developing and printing service in direct competition with pharmacies. The independent pharmacy, which still constitutes by far the major part of the sector, has always had difficulty competing with the larger multiple pharmacies and the supermarket chains. Indeed, it was this concern which prompted the creation of Numark.

Haydocks hold the franchise for Numark in Northern Ireland. AAH Holdings own Vestric and the Vantage label. Are the directors of S. Haydocks in their "Thank you very much" letter trying to tell us that AAH Holdings are going to change nothing? This is business and I predict pharmacists will see AAH's true intention in the coming months. The only losers, as always, will be the independent retail pharmacist. The only course of action, supposing that the original ideals of Numark still exist, is for Numark to withdraw its franchise from Haydocks and give it to another independent company, of which there are many.

# TOPICAL REFLECTIONS

by Xrayser

## A 'screen' too far?

An interesting concept in specialist community pharmacy was recently reported in *Community Pharmacy*: The establishment of an in-store pharmacy in a Mothercare store, but without an NHS contract. The location and restriction of dispensing activities has necessitated an emphasis on the pharmacist's advisory role and a bias towards the needs of a predominantly female clientele.

The dominance of the NHS in community practice has restricted the evolution of the "retail" pharmacy to the present, familiar pattern, where most shops conform to a basic design, and scope for developing an alternative professional approach has been limited by financial dependence on mass dispensing. If this dispensing process is removed alternative sources of income are needed. In the Hi-Health Pharmacy the availability of the pharmacist for the supply of advice dominates the concept and has proved to be popular with the customers, but the increased sales emanating from this process, plus those from the shop floor, must be insufficient to totally fund the pharmacy, and an extensive fee paying health screening programme has also been established.

I am still uncertain how far down the health screening road I want to go. There must come a point where the pharmacist's professional role is submerged into that of a paramedical technician developing, not a pharmaceutical "niche", but one better suited to a medical environment. The Hi-Health service is one approach to developing a professional role unfettered by the blinkers of an NHS contract, but such in-depth screening services should be medically supervised, and not offered solely by a pharmacist.



## Double-up

My paracetamol tirade of last week was dramatically reinforced this week when I dispensed a computer generated prescription for "dihydrocodeine with paracetamol tablets". The patient told me she had been advised to use dihydrocodeine if the co-proxamol she was already taking was insufficient to ease her pain.

There had been a prescribing error, dihydrocodeine had been intended but the wrong key pressed! The patient was aware of the danger and the mistake quickly rectified, but what if co-dydramol had been prescribed? With her pain the combined dose could have been lethal.

I have now added additional wording to all my dispensed preparations containing paracetamol: "This preparation contains paracetamol. Do not take any other product containing paracetamol while on this medicine". Council must act now and make this, or similar labelling, obligatory.

## Patent point

Smith Kline & French have won a court injunction against Generics (UK) Ltd for copying their 7-1-7 design of cimetidine 400mg tablet packaging. What a farce! The patient is the last to be considered.

Cimetidine is out of patent and can be legitimately marketed as a generic. Common sense says that the change, which the Drug Tariff price dictates must occur, should cause as little concern to the patient as possible. This means the generic should look similar to its branded counterpart. To claim otherwise is a cynical ploy to maintain market share.

Patent protection has allowed SK & F time to produce a reasonable return on their investment. They should now compete on price and not resort to copyright infringements in the courts.

# Answer all these questions on our new headlice treatment correctly and get 'Full Marks'.

Regarding the new head lice treatment from NAPP

Is it a new molecule?



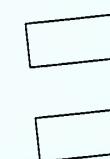
Is it effective and safe?



Does it kill lice and eggs?



Is it suitable for asthma and  
eczema sufferers?



Is it simple and easy to use?

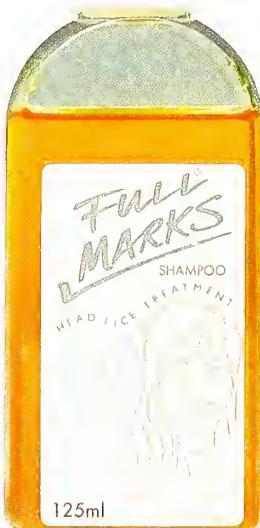


Does it have a pleasant  
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▼ Special Reporting to CSM Requested

# COUNTERPOINTS

## Immac gets a new look for 1990

Immac has been repackaged for the 1990s to create "a softer, updated image in harmony with the changing needs and requirements of the consumer", say Whitehall Laboratories.

The Immac daisy logo has been replaced with subtle illustrations of the female form and packs have been colour coded to differentiate between the formulations. *Whitehall Laboratories. Tel: 01-636 8080.*

## Bath range for Rochas

Rochas have launched a bath and body line range to compliment the eau de Rochas fragrance.

The range will be available from July and comprises: moisturising lotion (250ml £12); foaming bath and shower gel (250ml £11); cream soap (150g £7; 100g £4); gentle body scrub gel (150ml £12); and foaming bath crystals (250g £27).

It also includes an alcohol-free deodorant spray (100ml £8.50) and an alcohol-free deodorant stick (40ml £5). *Rochas Perfumes Ltd. Tel: 01-961 6440.*

## Third answer to lice



The launch of Napp's Full Marks shampoo will provide a third treatment for head lice rotation schemes, much needed with questions raised over the effectiveness of carbaryl throughout the whole rotation period.

Full Marks contains phenothrin 0.2 per cent in a non-alcoholic perfumed clear orange shampoo. Napp say that the product kills both lice and eggs and is as effective as both the current alternatives, while its non-alcohol base makes it especially suitable for asthmatics and people with problem skins. It is a Pharmacy medicine.

Treatment should be performed three times at three day intervals. Sufficient shampoo should be applied to wetted hair to work up a rich lather over the whole scalp, with particular

attention paid to the nape of the neck and behind the ears. After leaving for five minutes, the hair should be rinsed thoroughly and the procedure repeated. While the hair is still wet it should be combed with an ordinary comb and then with a fine toothed comb to remove dead lice and eggs.

Full Marks should not be used on patients with a history of sensitivity to pyrethroid insecticides or commercially available shampoos.

Full Marks is packed in a 125ml plastic bottle, selling at £4.09. *Napp Laboratories. Tel: 0223 424444.*

## Creightons go for peach

Creightons Naturally have launched the peach range, a fruit-scented bath and bodycare line which complements their existing apricot, apple and tangerine lines.

The range has not been tested on animals and comprises: bath oil (150ml £3.25); bath gel (200ml £3.05); body scrub (100ml £3.10); shampoo conditioner (200ml £2.25) and vegetable soap (100g £1.10).

The peach range will be available from April. *Creightons Naturally plc. Tel: 0903 745611.*

## Shulton add three to Rapport

Shulton have added three new products to their Rapport men's fragrance range.

Rapport regenerating after shave gel (£9.95) is suitable for all skin types and contains agents to help relieve dryness and sensitivity after shaving.

A deodorant stick has also been added to the range (£4.50) as well as an antiperspirant deodorant spray (£4.50) which comes in a CFC-free aerosol container.

The products are packaged in red, black and silver to match the rest of the range. *Shulton (GB) Ltd. Tel: 0734 793000.*

## Patou support with gifts

Jean Patou are supporting their Ombre Rose fragrance with a consumer offer beginning in May.

A free gift set — La pochette fleurie — will be available with any purchase of Ombre Rose fragrance or bath line (not soap).

The set contains soap (25g); body lotion (50ml) and eau de cologne (1oz). *Jean Patou Ltd. Tel: 01-328 1036.*

## BLISS FOR TROUBLED LIPS

When your customers have lip problems, the best advice you can give them is Blisteze Cream.

- Anti-viral/Anti-bacterial action
- Stimulates regeneration of damaged lip tissue
- Helps prevent infection
- Protects lips against wind and cold
- Can be used under lipstick



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UK'S BEST SELLING  
PRE-BRUSHING  
DENTAL RINSE  
IS NOW AVAILABLE  
IN A NEW FLAVOUR.**

**WHAT WILL YOU  
MAKE?**



## Carnation and Build-Up back in stock

New stocks of all products in the Build-Up and Carnation Slender Plan ranges are now being distributed. Manufacturers Nestlé say the products have undergone further safety testing following the voluntary recall of the drinks at the end of 1989, and every product in the range has now passed stringent health tests.

Both ranges have been increased to include two hot meal options — chicken and mushroom. *Nestlé Health Care. Tel: 01-686 3333.*

## Vanderbilt display it

A £250 Thomas Cook holiday will be up for grabs to all those who enter the Vanderbilt Seductive Doubles window display competition this month.

Seductive doubles comprises a 30ml Vanderbilt eau de toilette vaporiser (£14.50) in a clear plastic purse with either a free Vanderbilt body spray, deodorant, soap or talc.

Using the merchandise and window cards provided, assistants are asked to create a display of the Seductive Doubles promotion in the store window. The Vanderbilt area manager will then photograph the window and submit the photograph into the regional free draw.

Eight winners will each receive a prize of a £250 Thomas Cook holiday voucher. All entries must be received by May 31. *Parfums Vanderbilt. Tel: 01-937 5454.*

## Rimmel offer weekends

Rimmel International have launched a window display competition for stockists of Cachet and Noir.

Display kits will be available free of charge from Rimmel and the first prize is a weekend for two in Paris, Rome or Amsterdam.

Anyone entering the competition should send in a photograph of their display to Rimmel in the pre-paid envelope provided. The competition closes on June 29. *Rimmel International Ltd. Tel: 01-637 1621.*



## Empathy gets an enriched night cream

Johnson & Johnson are extending their Empathy skincare range with the addition of an enriched night cream.

The night cream (50ml £3.49) is specifically formulated to meet the needs of older skin says the company. It includes a blend of humectants, emollients and moisturisers which are said to help maintain skin health and elasticity and to protect against moisture loss.

## Skin soother helps healing

Organic Product have added an angry skin soother to their range of over 60 different cruelty-free herbal face and body preparations.

The cream is a blend of distilled juniper, cedar, santal and patchouli oils in a cream base suitable for any part of the body and retails at £1.95 for a 15g jar and £3.95 for a 60g jar, say *The Organic Product Company. Tel: 01-478 1062.*

## Arden launch smaller size

Elizabeth Arden have introduced a 15ml version of their Micro 2000 Complexe anti-stress treatment.

The new size complements the existing 25ml product and is described as quick and convenient to use.

The treatment retails at £19.95 and is available from this week. *Elizabeth Arden Ltd. Tel: 01-784 4000.*

The formulation also includes Vitamin E, and is described as easy to absorb. Johnson & Johnson claim that women aged 35 plus account for 69 per cent of night cream sales in a market valued at around £12 million.

The new product will be extensively trialled during the next three months using direct mail and covermounts on *Woman's Realm. Johnson & Johnson Ltd. Tel: 0628 822222.*

## Nelson spend £300,000

Nelson are embarking on a £300,000 advertising and promotional campaign for 1990.

The company says it aims to build on its position in the market for OTC homoeopathic medicines with a strong advertising and PR campaign centred on evening primrose oil cream, teething granules and hayfever tablets.

Advertisements will appear in consumer magazines including *Good Housekeeping, Woman's Journal, She and Family Circle. Nelson & Co Ltd. Tel: 01-946 8527.*

**English Grains Healthcare** are supporting their Red Kooga ginseng with a consumer offer giving a six day supply of tablets free with 42 tablets (£4.88). *English Grains Healthcare. Tel: 0283 221616.*

**Mavala** are offering "20p-off" any shade of nail polish in their Minicolor range, commencing now and running until the end of April. *Mavala Laboratories. Tel: 0732 459412.*

## Hand in glove with Mates

Mates Healthcare are introducing a range of disposable gloves, comprising Medi Mates and Hand Mates, produced by their parent company Ansell International.

Medi Mates are made from latex and are available in packs of eight. They are particularly suitable for handling food and for beauty, baby and pet care, say Mates.

Handi Mates are made from vinyl and come in packs of ten. They provide protection from chemicals, oils and greases encountered doing DIY tasks, general car care, and household jobs such as shoe and metal polishing, says the company.

Both types of gloves are produced in one size, fitting either left or right hand, and can be used by all the family. They come in a dispenser pack (rsp £1.09) in packs suitable for pegging or on-shelf display. *Mates Healthcare Ltd. Tel: 01-541 0133.*

## Drapolene support

Wellcome Consumer Healthcare Division are supporting Drapolene this Spring with an extensive advertising campaign.

A full-page advertisement recommending Drapolene, will appear in women's consumer magazines over a five month period commencing in April.

It will also be targeted at health visitors in *Health Visitor and Midwife, Health Visitor and Community Nurse*'s journals from March through to early Autumn. *Wellcome Foundation Ltd. Tel: 0270 583151.*

## Farleys offer money off

Farleys are launching a money-off cross promotion on their rusks from April through to July.

During this period, over four million packs of Farley's rusks will carry money-off coupons against Meal Timers.

Consumers purchasing a pack of 18 rusks will receive 20p-off the Meal Timers, while a pack of nine comes with 10p-off. The promotion will be carried across all variants in the rusk range say *Crookes Healthcare. Tel: 0602 507431.*



# Everything's Good

IN HEALTH HOME & BEAUTY

**RENNIE  
PEPPERMINT/SPEARMINT**

**12 x 24's** **5.19**  
R.P.M. 82p P.O.R. 39.3%

**VORTEX BLEACH**

**PLUS 75ml EXTRA FREE**  
**20 x 814ml** **9.19**  
P.G. 65p P.O.R. 18.6%

**SUNSILK HAIRSPRAY**

**PLUS 25ml EXTRA FREE**  
**12 x 225ml** **6.49**  
P.M. 89p P.O.R. 30.1%

**SURE  
ANTI-PERSPIRANT**

**PLUS 25ml EXTRA FREE**  
**12 x 175ml** **10.19**  
P.G. 1.39 P.O.R. 29.7%

**GILLETTE SHAVING  
FOAM MIXI-PACK**

**PLUS 20ml EXTRA FREE**  
**12 x 220ml** **7.79**  
P.G. 99p P.O.R. 24.6%

**VOSENÉ  
ORIGINAL/HERBAL**

**PLUS 30ml EXTRA FREE**  
**12 x 180ml** **7.19**  
P.G. 99p P.O.R. 30.4%

*Feeling*  
**Good**

Offers available from 5-3-90 – 23-3-90

ALL OFFERS SUBJECT TO AVAILABILITY AND V.A.T. WHERE APPLICABLE  
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## Gillette in £4m support

Gillette are supporting their Natrel Plus anti-perspirant deodorant range with a £4m campaign beginning this month.

An updated Natrel Plus television commercial with a total media spend of £3m will promote the range until the end of Autumn, carrying the message "Natrel Plus, Natrel Protection". It will be screened in all areas, says the company.

Gillette are also undertaking a major sampling campaign for the range targeting three million households with a sample size Natrel Plus Fougere or alternatively a 20p-off next purchase voucher. *Gillette UK Ltd. Tel: 01-560 1234.*

**Carter-Wallace** are recalling stocks of Nair mousse 150ml depilatory because of evidence that some cans were faulty and have caused the product to deteriorate. Nair mousse was discontinued in 1988, but Carter-Wallace are asking pharmacists to check for residual stock and call Wendy Knight at the company to arrange collection and credit. *Carter-Wallace. Tel: 0303 850661.*

## FASHION JEWELLERY for the Pharmacy.

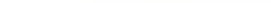


**EARRINGS,  
BANGLES,  
NECKLACES,  
HAIR ORNAMENTS,  
DISPLAY STANDS,  
& DISPLAY BOXES & PADS  
OVER 20,000 LINES**

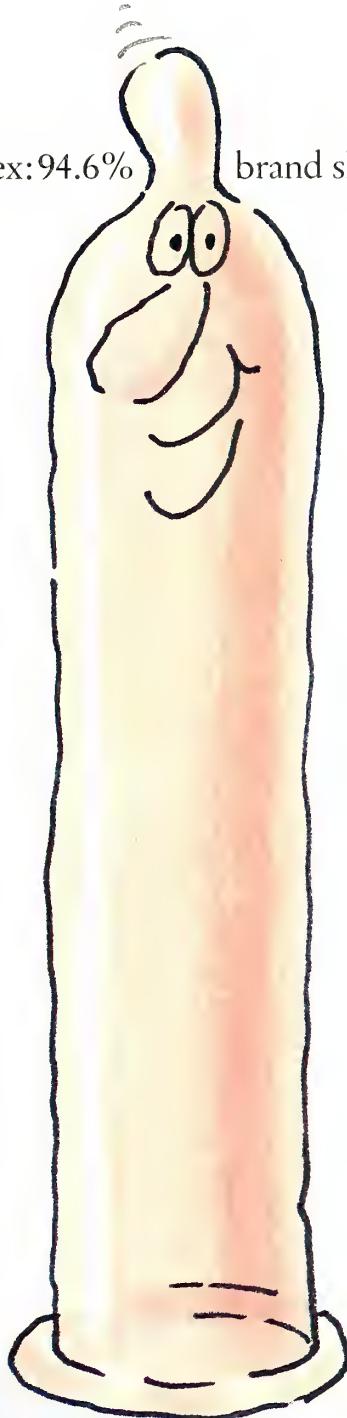
We offer the largest range of fashion jewellery in the world. We are a modern cash and carry company. Our prices are so competitive that you can easily manage 200% on cost. We offer self selection with over twenty staff to advise and assist if necessary.

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Durex: 94.6% brand share.



Others: 5.4% brand share.



# Who says size doesn't matter?

Durex is far and away the best selling brand of condom. Just for the record, the latest Nielsen figures confirm a 94.6% share in pharmacy outlets.\*

For over 50 years, we have constantly improved both the safety and sensitivity of our product.

Although every Durex pack carries the British Standards Institution kitemark, our own quality

controls are even more rigorous than those required by the British Standard.

It's common knowledge that every single Durex condom is electronically tested, and that every production batch is subjected to the air inflation test. No wonder your customers keep coming back for more.



# Fresh-Ups revamped

Robinson Healthcare have relaunched their adult wipes range — Fresh-Ups — with improved packaging and a lemon fragrance.

The Fresh-Ups come in a sachet of 25 wipes as well as a new 75 wipes tub.

The company has also relaunched its Baby Wipes range, which is now lanolin and alcohol free with a new packaging.

The updated package shows a mother and her offspring and the wipes come in tubs of 80. The company do not give a recommended selling price. *Robinson Healthcare. Tel: 0246 220022.*

## Herb display

Gerard House have introduced a new display unit for their range of herbal tablets, which is suitable for use on counters or shelves.

Available free of charge from the company's salesforce, the green and gold three-tier unit holds 36 packs. *Gerard House Ltd. Tel: 0392 412201.*

### ON TV NEXT WEEK

GTV Grampian	U Ulster
B Border	G Granada
C Central	A Anglia
CTV Channel Islands	TSW South West
LWT London Weekend	TTV Thames Television
C4 Channel 4	TV-am Breakfast

SK Sky	STV Scotland (central)
Y Yorkshire	HTV Wales & West
TVS South	TVS South
Television	TT Tyne Tees

<b>Benylin:</b>	STV, TT
<b>Bisodol Extra:</b>	TV-am
<b>Day &amp; Night:</b>	All areas
<b>Dimension:</b>	All areas except TV-am
<b>Endekay dental health gum:</b>	GTV, U, STV, BTV, Y, C, A, HTV, TT & C4
<b>Just for men:</b>	All areas except CTV & TV-am
<b>Karvol:</b>	TV-am
<b>Lanacane Creme:</b>	G, HTV, C4
<b>Lemsip, Lemsip Linctus &amp; Lemsip Expectorant:</b>	All areas except TVS, LWT & TTV
<b>Libra Bodyform:</b>	All areas except CTV & C4
<b>Nice 'N Easy:</b>	All areas
<b>Nicobrevin:</b>	All areas except CTV, LWT, C4 & TV-am
<b>Nurofen:</b>	STV & TSW
<b>Rennie:</b>	All areas except U, Y, CTV, TVS, C4 & TV-am
<b>Sanatogen:</b>	All areas except CTV, TTV & TV-am
<b>Sensodyne toothpaste:</b>	G, Y, A
<b>Seven Seas Cod Liver Oil:</b>	All areas
<b>Signal:</b>	All areas except TV-am
<b>Silvikrin:</b>	All areas
<b>Sinutab:</b>	GTV, STV, Y, A, CTV
<b>Throaties/Throaties Extra:</b>	TV-am



## Mennen make changes and additions

Mennen UK relaunched their Speed Stick and Lady Speed Stick ranges on March 1, and will be launching two new products in May and June.

Speed Sticks have been rationalised from eight to five variants, comprising three deodorants: original (previously regular), fresh and active; and two

antiperspirants: fresh, and sport (previously sport talc).

Spice antiperspirant, spice deodorant and musk deodorant were dropped because they were the least favourite scents among consumers, say Mennen. They now make Speed Stick in the UK (they were previously imported from Canada), which they say will enable them to be more flexible to changing fragrances as consumers tastes change.

Additionally, Speed Stick containers now have a heat sealed transparent wrapping which gives them a more quality feel, and prevents the graphics from peeling off. The deodorants and antiperspirants now have similar graphics and logo, with the Mennen name more prominent. The antiperspirants, which are targeted at younger men, come in bolder colours.

Lady Speed Sticks also feature updated graphics, and packs now show the variant name more

clearly. There are three variants scented, powder fresh, and fragrance free. The latter replaces the unscented variant, with the added advantage that it has a sensitive skin formula.

The new products both offer consumers a tangible benefit over other products currently available, say Mennen. The product being launched on May 1 with a £480,000 promotional spend, is Mennen aftershave skin conditioner (100ml £3.49) in two variants: original and fresh. Its benefit, say Mennen, is that it "relieves razor burn", and bridges the gap between a skincare regime and using just an aftershave. The product has been available in the USA for ten years under the Afta brand name.

The second product, being launched on June 1, is Lady Speed Spray (150ml £1.39), in two variants: scented and powder fresh. Its benefit, say Mennen, is a patented nozzle which provides protection only where it is needed, and also eliminates the "deo-cloud" which many aerosols suffer from.

Mennen are spending £1m on advertising the brand, starting in April and running through to the end of September, in the colour Press including *The Sun*, *The Mirror*, *The Express*, *The Mail*, *The Independent* and various Sunday newspapers. This will feature Speed Stick one month, and the aftershave skin conditioner the next.

There will be 20ml samples of the aftershave skin conditioner delivered through demonstrations, "piggy-backing" with Speed Stick, and targeted samples. A special pre-pack enables independent retailers to take the products, which will normally be available in outers of 12, in sixes. There will be a display unit and testers. A trade competition is planned for April/May, say Mennen UK. Tel: 01-828 7026.

## Warmer uses crystals to heat bottles

A reusable bottle warmer that is said to heat a baby's bottle at the press of a button without either gas, electricity or batteries, has been launched by Childcare Products.

The Travel Bottle Warmer (£16.50) has been designed to make feeding completely flexible for today's modern parent, says the company who claim will warm a baby's bottle, food jar or can in around 15 minutes from ambient temperature.

A crystal-filled collar is fitted around the baby's bottle and the

press of a button activates the crystals which release stored heat. This means that within minutes the collar becomes hot enough to heat the bottle's contents without burning.

Simply immersing the collar in boiling water for a few minutes will recharge the crystals, allowing the warmer to be used again and again, say Childcare Products Ltd. Tel: 061 831 7116.

**Carnation Corn Caps** sell at 5 for £0.80, not as stated in February's *Over the Counter*.

## Spring shave

Wilkinson Sword are supporting their shaving range this Spring with two separate promotions.

In April they are offering a special shaving pack (£2.49) which combines the Profile extra fixed systems razor and five blades with a 75ml trial size shaving gel.

Meanwhile, throughout March and April, a 250ml can of shaving foam will be available for the price of 200ml. *Wilkinson Sword Ltd.* Tel: 0670 713421.

## A French look for the boys

Joytime Continentals have introduced two co-ordinated suits for boys for Spring time.

The first suit comprises shorts and a sweatshirt in navy and beige. The suit comes in ages 2, 3-4 and 5-6 years and prices start at £9.80.

The second suit is said to have a "French look" with checked tartan shorts and a matching sweatshirt in navy with a white collar. Sizes are available in ages 2, 3-4 and 5-6 and prices start at £11.15. *Joytime Continentals Ltd.* Tel: 01-278 9697.



## Shulton save space

Shulton (GB) have introduced a shelf spacer for displaying their male toiletries and fragrances.

The shelf spacer is designed to overcome the problems of product overcrowding on shelves of pharmacy outlets and to offer increased opportunities for clear brand identity.

It can extend from 18 to 24in, giving far greater space and flexibility than the standard 15in shelf trays which have been widely used in the UK retail environment for the last 15 years.

The shelf spacer is made from high-impact styrene, and a series of sliding interlocking bars mean that it can be extended to any length up to 24in. Extending the unit means that promotional periods can be catered for without the need for additional edges and the company claim that additional add-on items such as tester clips can be incorporated as required.

The new shelf spacer will be available from mid-March. *Shulton (GB) Ltd.* Tel: 0734 793000.

## Addis launch elite range

Addis have launched a new range of Panache cosmetic bags for the Summer. The Panache elite collection comprises five new ranges — three classic designs and two featuring bright Summer colours and bold primary colours.

The Floribunda range comes in red, green or blue contrasting with bold white flowers. It includes a flat zip purse and a small, medium and large cosmetic bag.

Summer Splash comes in white cotton with splashes of bright primary colours and includes a small and large cosmetic bag, a holdall, drawstring bag and a large beach bag.

The classic selection includes Cottage Garden, a traditional rambling rose design comprising a clasp purse, a small cosmetic bag, a gusset drawstring a holdall and a shower cap. Tapestry includes a clasp purse, small and medium cosmetic bag, a holdall and a vanity box, and Hedgerow, comprises a clasp purse, flat zip purse, a small cosmetic bag, medium clasp bag, holdall and a shower cap. Prices for the bags range from £1.95 to £8.50. *Addis Ltd.* Tel: 0992 584221.

# NEW GO-FASTER PACKS

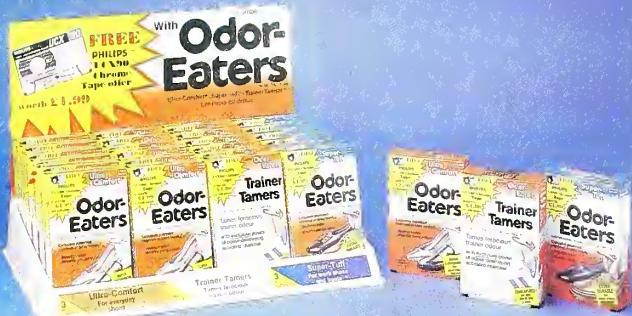
**Relief in seconds, Medijel not only works fast it sells fast, too.**

**Many customers will be asking you for advice on mouth ulcers, so it's a relief to know you can recommend Medijel.**



**For mouth ulcers and sore mouths its active ingredient Lignocaine gets to the point of pain and brings relief in seconds.**

**MEDIJEL®  
MOUTH ULCER RELIEF  
IN SECONDS.**



## Philips tape offer boosts Odor-Eaters

A free Philips chrome audio tape is on offer in a new Odor-Eaters promotion from Combe International. Flashed packs of the Ultra Comfort, Super Tuff and Trainer Tamers variants carry details of the offer which gives one tape for two proofs of purchase.

Promotional stock is available in a mixed two dozen counter display containing nine Ultra Comfort, nine Trainer Tamers and six Super Tuff or as a mixed 40-unit floor stand (18, 12 and 10

packs respectively). Promotional bonuses will feature on both display pieces selling in this month.

Odor-Eaters will be supported in 1990 with Press advertising in all national daily and Sunday newspapers from April to September. With a national radio campaign during the peak Summer months, advertising support for the year totals £400,000. *Combe International Ltd.* Tel: 01-680 2711.



## New machine to test for cholesterol

Anglo European Health are launching Quick Read, which they say is a cholesterol testing system as easy as 1-2-3.

It is a complete test kit and uses whole blood samples; the dry reagent comes in a tablet form, eliminating all mixing and pipetting; bar code technology provides easy accurate results without any calibration or adjustment; there is a positive led readout of results in less than six minutes total time; and an expanded menu, incorporating HDL and triglycerides, is also available, says the company.

The company is offering a

cholesterol starter pack to retailers costing £995 plus VAT. It will consist of a Quik Read analyser, a Quik Read processor, 20 testing kits, a Cin Bin, a work surface/preparation board, Medi Wipes, one automatic lancing machine, one pack of lancets, and a years membership of the Wolfson Research Institute External Quality Control Scheme.

Point of sale will consist of two large window posters, a dispenser holder with 200 cholesterol warning leaflets, a patient result forms and information leaflets. *Anglo European Health.* Tel: 061-766 2313.

## A TV first

A Sanatogen single vitamin television campaign described as the first national campaign ever dedicated to single vitamins, breaks this week.

The campaign runs on peak time television through March and April and uses talking gorillas to announce the new range.

The Sanatogen supplements campaign, which broke this month in the *TV Times*, will also run in ten major titles including *Woman's Own*, *Prima* and *Here's Health*. These campaigns have a spend of £2.1m this Spring. *Fisons plc Consumer Health.* Tel: 0509 611001.

## Vagisil offer

New Vagisil feminine powder packs carry a £0.50 off next purchase coupon as part of Combe International's latest on-pack consumer promotion.

The offer is highlighted at point of sale with a pack collar giving full promotional details. Press advertising support for Vagisil continues throughout the year in all women's magazines. *Combe International Ltd.* Tel: 01-680 2711.

## PRESCRIPTION SPECIALITIES

### M&B go OPD

May & Baker announce the following new OPD presentations: Stemetil tablets 250 by 5mg has been replaced by a pack of 84 (£2.945). The 1,000 by 5mg size will be available until the end of March.

Largactil tablets 500 by 25mg will be replaced on March 8 by a pack of 56 (£0.50). The 50 by 50mg pack has been replaced by a pack of 56 (£1.155). The 500 by 50mg pack will be available until stocks are exhausted during mid-March.

Neulactil tablets 500 by 10mg will be replaced on March 8 by a pack of 84 (£5.04). Orudis capsules 100 by 100mg will be replaced on March 8 by a pack of 56 (£8.09). And Sectral capsules 100 by 200mg will be replaced on March 15 by a pack of 56 (£9.155, all prices trade). *May & Baker Pharmaceuticals.* Tel: 01-592 3060.

Although its main application will be in hospitals, the antibiotic's long half life makes continuation therapy possible in discharged patients, particularly those with replacement joints or artificial heart valves who are potentially vulnerable to severe infection. *Merrell Dow Pharmaceuticals Ltd.* Tel: 01-848 3456.

## BRIEFS

**Uniparin-Ca 12,500** are sterile pre-filled unit-dose syringe/needle combinations, each containing 12,500 units heparin calcium in 0.5ml. The latest in CP's extensive heparin range, they are packed in 15s (£21.75 basic NHS). *CP Pharmaceuticals Ltd.* Tel: 0978 661261.

**Cilag** have changed the size of Tylex 100 packaging from a 175ml pot to a 150ml pot. And from May 1, the labelled Cope Allman container will be changed to a printed container without the foam wad and dessicant. *Cilag Ltd.* Tel: 024 024 3541.

**CP 5,000iu/0.2ml heparin injections** reduced from March 1 are: Monoparin 10s £3.70 (were £4.14); Uniparin and Uniparin Ca 50s £30 (£36); Uniparin Ca 10s £6.30 (£7.50). Hepsal 10s are now £2.15 (£3). *CP Pharmaceuticals Ltd.* Tel: 0978 661261.

## Targocid

Merrell Dow Pharmaceuticals Ltd have officially launched Targocid (teicoplanin) to clinicians after its initial launch to microbiologists and hospital pharmacists last Autumn.

## AAH launch nebulizers

AAH Pharmaceuticals have developed three own-label nebulizers in conjunction with Medix and Inspiron. The nebulizers are not prescribable on form FP10.

They are the AAH Inspiron Medix World Traveller with battery pack (rrp £169.60), the AAH Inspiron Medix World Traveller excluding battery pack (rrp £136.20), and the AAH Inspiron Medix Compact (rrp £107.20, all prices exclude VAT). Pharmacists can obtain VAT exemption forms for their customers from AAH.

All three products come with Inspiron nebulizer, aerosol mask tubing, electrical leads and instructions for use. And a range of ten accessories is available to the AAH nebulizers.

Supplies of a promotional leaflet outlining the features and benefits of the nebulizers can be obtained free of charge via the AAH Link order entry system (INS 324 N). The nebulizers themselves will be available in six weeks time, say AAH Pharmaceuticals Ltd. Tel: 0928 717070.

# THE NEW FORMULA FOR SUCCESS



## NEW TRADE APPEAL

- The only OTC Cystitis product which you can recommend with low sodium content
- Clear, authoritative pharmacy literature to help you help your customers
- Full PR and POS back up
- Informative, medically endorsed consumer leaflets
- Recharge your sales — recommend CYSTOPURIN

## NEW CONSUMER APPEAL

- Now a simple 48 hour, six-sachet course of treatment
- Each sachet contains active ingredients 3g Potassium Citrate BP
- Easily dissolving granules encourage fluid intake
- Pleasant citrus flavour drinks
- More convenient, more appealing, more palatable and reliably effective
- For further information on your special bonus deal, ask your rep to call

**CYSTOPURIN®**  
**FAST AID FOR CYSTITIS**

**FISON'S**  
Consumer Health

# The nappies for a new decade — Ultra T from Peaudouce

During the past decade the UK disposable nappy market has seen massive change as new developments have revolutionised product performance. Now, as we head into the 1990s, Peaudouce (UK) Ltd look set to establish a new standard for the industry with the launch of a unique, part shaped nappy range called Peaudouce Ultra T



Peaudouce have already firmly established their credentials as baby specialists with a reputation as innovators in this, the most lucrative and fast-moving babycare market. The company has played a vital role in its development during the past ten years through a sustained programme of new product development to create demand. A phenomenal ten-fold growth in market value over the decade was primarily stimulated by the very presence of a more effective, convenient alternative to the traditional terry nappy.

A notable upsurge in sales during 1982 can be attributed in part to Peaudouce who pioneered the original "shaped" nappy, bringing an influx of new consumers into the disposable market. It was to be all change again in 1985 with the advent of their Superfit band, and by the end of that year the UK market had soared to a value of £178m.

Today that figure has nearly doubled again and as we enter the second disposable decade, sales stand at an impressive £330m, accounting for 80 per cent of all nappy changes made.

Peaudouce see their latest innovation as the new benchmark for the disposable nappy industry. Their new Ultra T shape nappy is the result of an extensive R&D programme initiated by the Swedish parent company, where the product was designed and

developed for the UK. It is a totally different nappy that is unique in its technology, design and most importantly for mothers, in performance.

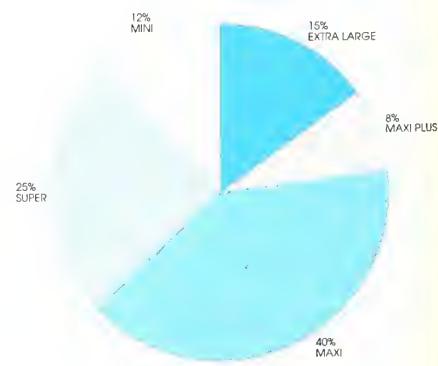
Ultra T boasts many features of a visual and physical change in direction. The new shape is revolutionary in itself, in a dramatic move away from the symmetrical to, quite literally, a "T" shape which closely matches a baby's contours to improve freedom of movement. The multi-strand elasticated waistband works with the integrated waistshield to create the best fit yet, and all round leakage protection without compromising comfort. In addition, the elastication around the legs has been improved and the re-sealable tapes have been lengthened to make fastening the nappy easier.

This new generation product will replace the existing Peaudouce Ultra Plus range, which in 1989 caught other manufacturers by surprise when it was launched as the first environmentally-sympathetic nappy on the market. However, the new Ultra T nappy will retain all the environmental benefits of the old product.

Julie Bakalders, marketing manager at Peaudouce (UK) recalls the impact of the company's initiative. "We were confident that

we had made a right and responsible decision in converting our nappy production to a non-chlorine bleached pulp, but there was an element of risk at that time. Mums had firm perceptions of the 'whiter than white' appearance as a sign of a nappy's quality and pureness, so we had to explain why whiteness wasn't necessarily a benefit. The creamy colour of our product was carefully communicated as 'a shade more natural' to highlight the positive benefits of the change and, in fact, this became a point of distinction for Peaudouce."

VOLUME SHARE BY NAPPY SIZE  
TOTAL MARKET



## ADVERTISEMENT FEATURE



*Julie Bukalders, marketing manager, Peaudouce (UK)*

Other nappy makers scrambled to follow this environmental move with various new pulps, however none were able to parallel the quality product — nor indeed the publicity — which had encouraged mothers to purchase the friendlier Peaudouce Ultra Plus brand.

"By continuing to introduce new and progressively improved products, we have created a much more discerning and demanding consumer," comments Ms. Bukalders. "Mums are very discriminating and can quickly recognise real product benefits for her and her baby over more cosmetic qualities or 'me too' imitators. Standards are set and almost overnight are established as the norm. The powerful influence of mothers' evaluation should never be under-estimated by any manufacturer or retailer operating in the babycare business," she says.

The new Peaudouce Ultra T shape nappy combines all the key features which they know mothers will want. In consumer research groups the new product outperformed its predecessor Ultra Plus, and competitive brands on all counts, with more than 50 per cent of respondents stating a wish to switch to Ultra T. The range of sizes has been carefully selected to match a baby's development. The mini variant for newborn babies weighing up to 5kg remains unisex, while the four other sizes — super, maxi, maxi plus and extra large — now offer the choice of boy or girl variants, in line with other major brands. There are two range assortments which reflect mothers' purchasing patterns: Range 1 = around a week's supply, and Range 2 = around two week's supply giving better value for money.

The range also fulfills an important consideration for retailers — profit on shelf. By means of new technology, Peaudouce have used a unique 4-fold method, which together with greater compression of the product, ensures that the nappies take up less shelf space than the competition. In comparing maxi size nappies, the space allocated to 32 Ultra T nappies is equivalent to 27 of their Ultra Plus and only 24 of their biggest competitor. The unified pack dimensions allow for easier handling and maximum pallet utilisation, reducing both transport and storage costs. Consumers will obviously benefit with a pack that takes up less precious storage space and is easier to carry.

Peaudouce appear justifiably confident that the launch will have a marked effect on the market, not least because their competitors will experience difficulty in producing a

product that bears more than a passing resemblance to Ultra T. The company's R&D expertise and Swedish resources, particularly in the field of engineering and technology, are exclusively known and used for Peaudouce. Hence the switch to the 4-fold nappy has enabled Peaudouce to achieve outstanding product absorbancy while ensuring a less bulky nappy, an important factor for mothers with older babies.

Ultra T's successful entry into the market will rest to a large degree on generating awareness and trial. Peaudouce are investing a further £7m in promoting the Ultra T concept to consumers using classic, proven techniques to close-target their primary audiences. This activity will provide an essential means of communicating the brand benefits, since mothers are not known to generally browse the nappy fixture for new ideas.

While the company has always enjoyed a presence on television, they do not see Peaudouce as just a "TV brand". Each element of the marketing mix plays an integral role, they say, and are more in favour of reaching consumers directly at every opportunity. Peaudouce are highly active on the sampling front via health centres, clinics and pre-school playgroups, employing their own nursing advisors to support the work and needs of health visitors and midwives by producing many tailor-made items, including a free maternity rights booklet for mothers.

A heavyweight sampling campaign is well underway, with a new multi-sample pack of Ultra T which Peaudouce believe will reap the sales and loyalty reward after an effective period of trial. Over a million nappy samples and coupons will be distributed to mothers nationwide along with "Changing Times" — a lively new consumer magazine produced by Peaudouce. This incorporates an offer via the Peaudouce Nappyline: 0898-345-945 for consumers to reserve their free pack, and also a cut out coupon in the magazine giving a valuable 60p voucher incentive redeemable against any purchase from the new range.

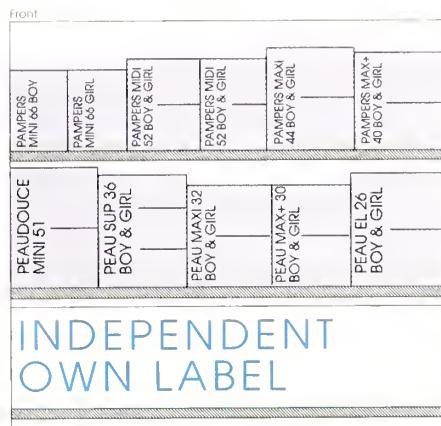
The new Ultra T packaging will also feature the Peaudouce "Bluebird" collecting scheme tokens — a loyalty-building programme which offers mothers discounts on babycare goods and money off their next Peaudouce purchase.

Having set the new standard for disposable nappy products, Peaudouce have a clear vision of the future of the market.

"We are fully committed to driving the

### INDEPENDENT CHEMIST SHELF PLAN

2 METRE SHELF



**INDEPENDENT OWN LABEL**

market forward and the only way that it will grow is through genuine innovation," explains Ms. Bukalders. "Nowadays virtually every mother uses a disposable nappy at some time, so what is needed is not simply a recruitment drive. Instead, we must encourage the complete switch to disposables so that by the year 2000 they are used for every nappy change."

The continued success of this dynamic market will undoubtedly come from the leading innovators, like Peaudouce. It is, therefore, vitally important that chemists stock the leading brands, as well as their own label, in order to attract the many discerning mothers who seek new product benefits. This, in turn, will lead to improved turnover and profit growth.

To support the chemist sector, Peaudouce have recently established a dedicated chemist salesforce who will handle retail calls and distribution, offering facilities for direct transfer ordering via all the major chemist wholesalers. The company has also produced a detailed retail pack by which to support chemists' own rate of growth and share of the profits to be gained.

The disposable nappy market is uniquely placed to benefit from a dynamic new decade which promises further volume growth backed by a mini baby boom. Peaudouce, as a dedicated babycare specialist, aims to capitalise on this continued growth with even better products for the next generation of British babies.

Trade inquiries should be directed to George Rowe, national sales manager (Tel: 0952 680044).



*His...*



*...and hers!*



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THE TASTE OF SUCCESS

# Nothing new under the sun...

**Essex LPC secretary Miall James, FRPharmS, dips into the past with the help of his Committee's meeting minutes from 75 years ago, in the days before the NHS, when pharmacists earned around £4 a week, the average cost of a prescription was 7d, and doctor dispensing was very much on chemists' minds**

Essex Local Pharmaceutical Committee was set up in 1914, to represent those chemists who dispensed "Panel" prescriptions under the provisions of the 1911 National Insurance Act. Fortunately we have a complete set of minutes dating back to the first meeting and while in many respects things have changed, in others the old adage holds good: there is nothing new under the sun!

One major change, of course, has been the County itself. In 1914 Essex included such towns as Barking, Walthamstow and Leyton, now part of London boroughs, and Southend which left to become a county borough and was brought back into the fold in 1974. Many areas were different, too, for the great Ford factory had not been built on Dagenham Marshes, Basildon was a small village and Chelmsford and Colchester had nothing like their present sprawl.

Meetings were held close to Liverpool Street Station, since cars were not in common use and trains would be by far the easiest means of travelling, especially for members coming in from Chelmsford and Harwich.

The first Committee consisted of 16 members, nine of whom represented areas which are no longer in Essex. However, there are some businesses which are still recognisable in the County today. William Bevan practised at Church Street, Harwich, Mr C. Goode, the first secretary, was in Southchurch, Grays sent Mr P.G. Jordan, Mr T. Pechey represented Maldon, Mr Nicholls, of Duke Street, Chelmsford and Mr Slater, Epping. For all these a connection can be traced to a current pharmacy although now in other hands.

At the first meeting, on January 7, 1914, Mr Matthews, of Leytonstone, was elected chairman and Mr Goode secretary, at a salary of £200 a year. This was a reasonable salary for a pharmacist in those days; in 1929 the salaries of three pharmacists known to me ranged from £3.15s0d to £4.5s0d (£3.75-£4.25) per week. The present secretary's salary is slightly less than 50 times the 1914 rate (for about 75 per cent of the area), but when Mr Goode retired in 1919 he was replaced at the same salary, plus any locum fees his successor could earn. The present secretary also does locums, the multiplier being 120!

A Service Committee was also set up, to deal with complaints.



Miall James, Essex LPC secretary

Interestingly, the word "pharmacist" was not used in the minutes until 1917, all being described as chemists until then. "Doctor" was rarely used, prescribers being often referred to as "medical men". Perhaps we should re-adopt that usage in rural affairs, describing prescribers as "medical persons"!

The next LPC meeting was held on February 26 and rural dispensing occupied much of the meeting. It was agreed that those doctors who dispensed should be paid the full amount available of the capitation fee and that

a Rural Affairs Committee be set up, consisting of Messrs Bevan, England and Slater. Under the NHI Act the capitation fee was not always paid in full; if funds were not available only a proportion might be paid. The Committee was not going to let dispensing doctors get away with anything!

In April disallowed items were considered. NHI Panels could disallow prescribed items and this was a continuing bone of contention. Hours of service were also looked at. "Medical Men" in Manor Park, Ilford had complained that no chemist was available at reasonable hours. It was decided that "no action be taken in view of the fact that local chemists were open until 10pm, until a specific charge be brought".

In 1915 the Service Committee considered its first complaint, concerning Valerianate of Zinc pills. An admonition was considered suitable. Inquiries were also started into expensive prescribing, starting with the accounts of chemists whose averages were over 10d (just over 4p) per prescription. Some doctors, however, whose costs were being queried had "joined the Colours" and "explanation cannot be forthcoming for some time". The average cost of prescription items was 7.05d (just under 3p) per item!

By 1916 Mr Jordan had joined the Forces and the Committee, in its annual report, "wished him a safe return to his wife and family". He did, as in 1919 he was considered for appointment as secretary of the Committee.

Also in 1916 the Committee "drew the attention of the Insurance Committee to the hardship in paying out only 66 per cent of the amounts in each quarter" especially when it appeared that some counties paid out in full. The secretary was instructed to investigate the matter. In Saffron Walden, none of the chemists would dispense Panel prescriptions and they were asked to reconsider; the alternative is not stated but in the absence of a local pharmacist medical practitioners would be allowed to dispense. The number involved is not stated but the writer believes there must have been at least two and possibly three. They were, however, obdurate. In Dovercourt, however, one pharmacist agreed to join the Panel. Until then "doctor" dispensing had been the local rule. There is, though, no mention of compensation!

Panel prescriptions were priced and examined by Miss Goodwin and Miss East (salaries £140 and £85 pa) and their staff at the East Anglian Bureau, and the County of Essex Pharmaceutical Committee bore 33 per cent of the cost of the Pricing and Checking Bureau — £143 11s10d a year. Checking was conducted by the Pharmaceutical Society, and in April 1916 G.A. Mallinson reported that 3,837 examples of underpricing had been found, to a total value of £12 1s5d (£12.07).

Essex LPC minutes give a fascinating picture of the development of the pharmaceutical service in Essex, its trials and tribulations, successes and failures. What our successors in 2065 will make of our problems I leave to posterity to decide.

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# NEWS FROM GERMANY

## When East meets West...

The impact of the momentous events in East Germany since last November on life in the Federal Republic is scarcely imaginable to a non-German and pharmacists, too, have been caught up in the historic developments.

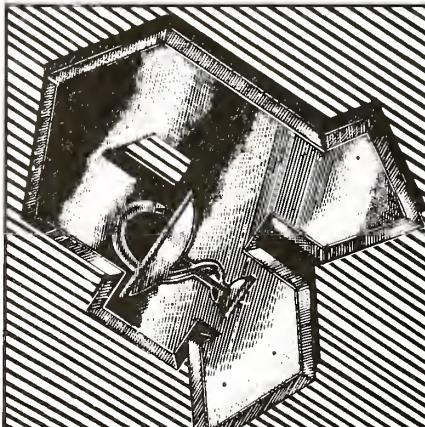
While, as part of their country's democratisation, pharmacists in the German Democratic Republic (GDR) are taking steps to establish an independent nationwide association, leaders of the profession in the West, like colleagues in other health care fields, have issued a joint appeal for funds to help the flood of refugees. Local branches in border areas in the Federal Republic quickly organised exchange visits and individual pharmacists have taken remarkable personal initiatives to help. One, reading about the acute shortage of disposable syringes and needles, bought 12,000 at his own expense and drove them in a hired lorry to a Leipzig hospital, whose needs are now covered for a whole year.

Pharmacists living in normally some of the quietest areas of West Germany along the inter-German border experienced the amazing influx of refugees and, later, day-visitors from the East at first hand. Some reported a 20 per cent increase in customers, with their shops full to bursting with wide-eyed, curious and in some cases, almost destitute East Germans. Top of the shopping list were a herbal mixture for making bitters; analgesic tablets, tonics, and baby creams seen advertised on West German television; and age-old remedies that had long since disappeared from West German shelves. However, the visitors were horrified by the prices, leading one pharmacist to turn a sympathetic blind eye when funds ran out. Another found himself acting as a money changer, and yet another was asked for old copies of pharmaceutical reference books by a colleague visiting from the GDR.

### Little in common

However, the movement has not all been in the one direction, with many curious pharmacists taking the opportunity of visiting the East. Many were forcibly struck by the appalling pollution in cities like Weimar and Dresden caused by the infamous Trabant cars and the continued burning of brown coal. The owner of one of the only 25 pharmacies still in private hands in the GDR has been co-opted onto a local "New Forum" committee in Weimar to try to deal with the enormous environmental health problems.

From various fact-finding visits West and East German pharmacies appear to have little in common — 70,000 products on the market in one country compared to 4,000 in the other,



where herbal or homoeopathic preparations are relatively rare. In the East well over 10 per cent of the total turnover still comes from extemporaneous dispensing of about 300 standard preparations. There is no cut-throat competition between pharmacies and health expenditure is not constantly being cut, despite low national insurance contributions. However, virtually no pharmacies have computers or order by telephone, and whereas a West German pharmacist may have twice daily deliveries from his wholesaler, his counterpart in the East can wait for two to three weeks for an ordered item.

Roughly 80 per cent of the drugs used in the GDR (some 1,400 drug substances in 4,000 preparations and 350 veterinary drugs) are manufactured by a pharmaceutical concern called Germed, that has produced 50 new drugs since 1949. A further 600 preparations are manufactured under licence or imported, mostly from Czechoslovakia and very few from Western countries. Expenditure on drugs has tripled since 1970, with most medicines supplied free on prescription. Although most basic drugs are available, some newer, highly effective ones (eg H<sub>2</sub> blockers) are not, and the distribution system is chaotic.

### Drug shortages are acute

Drugs are divided into three classes, A, B and C. The latter group (which includes neuroleptics, very expensive drugs and those from Western countries) can only be prescribed by highly specialised doctors under strict guidelines. Shortages are particularly acute in medical and surgical supplies.

Virtually all the 3,000 pharmacists in East Germany (70 per cent of whom are women) work in state pharmacies and after two years' experience earn about £375 gross a month — above the national average. There are some 2,000 pharmacies in the GDR — one per 8,500 inhabitants. Rural areas are served by a mobile "drug bus".

Over 1,500 doctors and dentists and some 4,000 other workers in the medical field left the GDR in 1989, leaving the staffing of the

health service, especially in the countryside and in the area of ambulant care, in a serious state. For example, a visitor to Weimar was told that the town's only orthopaedic specialist, anaesthetist and ophthalmologist had all left for the West. Many citizens, including soldiers and civil defence personnel, have been drafted into hospitals to undertake non-medical work. East Berlin hospitals are offering to train 50 West German medical students and need another ten to 15 qualified specialists.

The pharmaceutical Press is also playing its part in offering assistance to pharmacists in the GDR, with readers of the *Deutsche Apotheker Zeitung* being urged to take out a subscription on behalf of a colleague in the East. The *Pharmazeutische Zeitung* is also introducing a regular joint "GDR-Forum" to give East German pharmacists an opportunity to air their opinions, comment upon developments and share information. The magazine has already started to set up a network of GDR correspondents.

To enable pharmacists in the East to benefit from these innovations, *Pharmazeutische Zeitung* will be sending free copies to all pharmacies in the GDR for one year.

### Brain jogging!

In view of the controversy surrounding drugs claiming to improve cerebral blood flow, a German psychologist has devised a training programme to improve memory and intellectual functions that uses a computer rather than pills.

Based on the theory that lack of mental exercise is just as bad for the patient as lying in bed, "brain jogging", as it has been called, consists of presenting the subject with a series of combinations of any letters or numbers on a computer screen. When the subject recognises a previously shown combination, a key has to be pressed. The complexity of the combinations and the time interval between their repetition can be varied, and each daily session lasts between 15 and 30 minutes.

The computer program, based on learning theory, was first used on patients in the gerontopsychiatric ward of a general hospital. After five sessions a week for three weeks, there was a marked improvement in their general condition and performance, and these elderly patients apparently enjoyed their computer exercises. Studies in younger patients with brain dysfunction, diabetes or hypertension showed an increase in IQ of 15 points after 14 days.

*These reports come from a correspondent with acknowledgements to the German Pharmaceutical Press: Deutsche Apotheker Zeitung and Pharmazeutische Zeitung*

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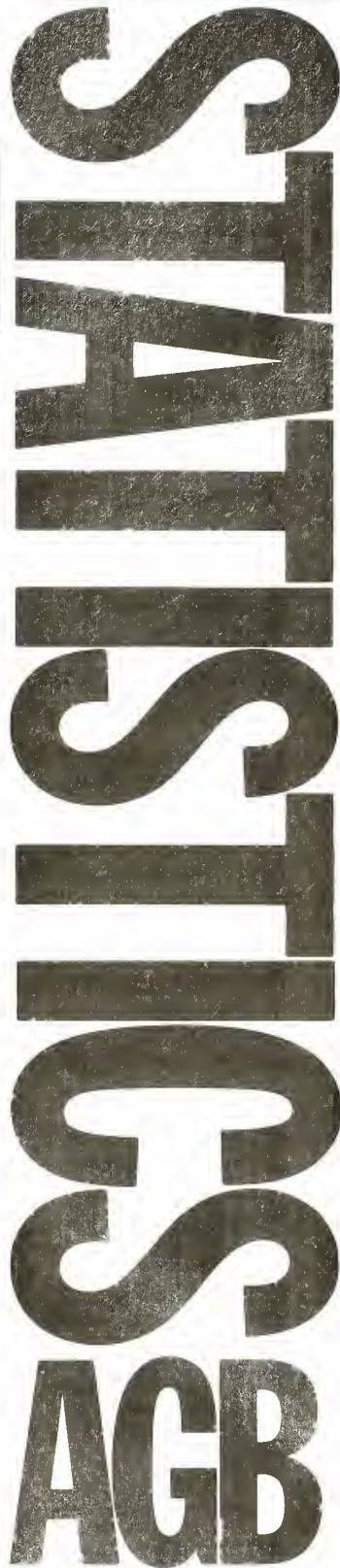
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# Greater product development expected this year

With 1989 throwing up few surprises other than the launch of a new brand leader in the shampoo market, the coming year offers interesting possibilities, according to market researchers AGB.

There were few major new launches last year, giving manufacturers plenty of time to look to new product development. Retailers can expect a lot of activity starting next month, and not only from larger companies. The outlook is quite interesting, says AGB.

Oral care was the growth market of 1989, although there are signs that this is levelling off after the massive boost given to the sector by Plax (a brand now worth nearly £15m). Listerine,

with the resurrected Chloraseptic (now a £4m brand) come second and a close third in this £35m sector. With the recent entry of both Johnson & Johnson with Reach, and Beecham with Macleans Mouthguard, further promotional activity can be expected.

However, overall the personal care market showed little growth in 1989, moving up just 7 per cent in line with inflation. Volume growth in the total market was static, although some sectors

were quite buoyant. Season markets around Christmas were all down in volume, especially cosmetics and fragrances. Price remained largely static in the cosmetics sector. The 9 per cent sterling growth in fragrance was nearly all on price: volume sales were, in fact, down.

There is a new brand leader in the shampoo sector. Viv Sassen's Wash & Go is now level in terms of expenditure with long-time brand leader Head Shoulders, and AGB predict it will

## SECTOR EXPENDITURE (£)—TOTAL INDUSTRY

Twelve month period ending:

Nov/Dec  
1988  
£M

Nov/Dec  
1989  
£M

%

Two month period ending:

y-on-y  
change  
%  
Nov/Dec  
1988  
£M

Nov/Dec  
1989  
£M

%

Total Personal care	2304.2	2462.5	100.0	7	456.6	503.1	100.0
Defined Toiletries	1533.8	1665.7	67.6	8	261.1	289.3	57.5
Bathroom Toiletries	652.1	705.2	28.6	8	118.1	129.6	25.8
Deodorants	126.6	134.0	5.4	6	21.4	23.6	4.1
Toiletry skincare	122.0	140.5	5.7	15	23.7	30.8	6.1
Toilet soap	86.9	90.8	3.7	4	14.7	15.4	3.0
Bath additives	112.0	121.5	4.9	8	24.4	27.9	5.5
Talc	54.7	54.1	2.2	-1	16.3	16.1	3.2
Sun preps	62.2	77.0	3.1	24	1.8	1.3	.5
Shaving preps	27.4	30.3	1.2	10	4.7	4.7	.5
Body sprays	27.6	23.9	1.0	-13	4.8	3.9	.4
Baby skincare	16.4	17.8	.7	8	2.6	3.2	.6
Mens hair preps	16.9	15.5	.6	-8	2.7	2.7	.5
Total Haircare	475.8	504.1	20.5	6	77.8	85.7	17.3
Shampoo	144.1	158.4	6.4	10	24.0	27.9	5.1
Hairsprays	127.6	130.0	5.3	2	20.7	22.3	4.4
Styling Aids	76.9	90.3	3.7	17	12.4	15.7	3.3
Conditioners	63.0	66.4	2.7	5	10.6	10.5	2.1
Colourants	49.6	46.9	1.9	-5	7.9	6.5	1.1
Home Perms	14.8	12.3	.5	-17	2.1	2.7	.5
Hard Toiletries	204.8	223.9	9.1	9	32.5	34.8	6.1
Sanpro	130.7	144.3	5.9	10	21.5	22.8	4.4
First Aid	25.2	24.2	1.0	-4	3.1	3.1	.4
Dressing							
Razor Blades	48.9	55.4	2.2	13	7.8	8.8	1.1
Total Oral Care	201.1	232.5	9.4	16	32.7	39.1	7.1
Dentifrice	119.1	134.4	5.4	12	20.0	23.6	4.4
Toothbrushes and floss	46.0	50.6	2.0	10	7.2	7.8	1.1
Denture Products	19.3	17.5	.7	-9	3.0	2.7	.4
Mouthwashes	17.6	31.5	1.3	79	3.2	5.4	1.1
Cosmetics & Defined Skincare	388.9	380.0	15.4	-2	77.2	77.7	15.1
Colour cosmetics	315.0	302.2	12.3	-4	64.9	64.6	12.0
Consultant skincare	32.4	37.4	1.5	15	5.6	6.1	1.1
Direct sales skincare	19.4	22.0	.9	13	3.3	3.1	.5
Cosmetic range skincare	21.1	18.4	.7	-13	3.4	3.7	.5
Total Fragrance	381.5	416.9	16.9	9	118.3	136.1	27.1
Womens	244.1	275.8	11.2	13	74.6	93.9	18.8
Mens	136.8	141.1	5.7	3	43.6	42.2	8.0

COPYRIGHT AGB

nove ahead in the coming months. Although there is increased expenditure in shampoos, and styling aids are still showing growth, the rest of the haircare market is a mixed bag.

Hairsprays are still tracking down in volume terms on the aftermath of the CFC issue. But with consumers switching to pump packs, which are claimed to be more economical, purchase levels may be down. Other "environmental" ranges, such as Pure & Clear from Alberto Culver, are beginning to make an impact. These brands are not crashing into the market, but it is fair to assume most manufacturers will have a range with an environmental platform within the next year or so. A recent AGB consumer survey has shown awareness of such issues is extremely high.

Shower products had a good year in 1989. The sector is now worth £30m but most of the growth is coming from the major brands, Imperial Leather and Showerfresh. Toiletry skincare is a growth area, doing particularly well during the Christmas season. More gift lines have appeared in the sector, supplanting consultancy lines. Boots and Bodyshop coffrets typify the success in this area, and it is something branded manufacturers find difficult to

respond to. Private label now accounts for 25 per cent of the bathroom toiletries market. It is worth noting here that Gillette are understood to be close to selling their Silksence and Aapri ranges.

Price movement on razor blades has pushed the hard toiletries market up 9 per cent. The Gillette Sensor is launched this week after a near four month build-up and could have a significant effect. It is reportedly selling ahead of expectations in the USA.

### Drugstores in trouble?

Within the various trade sectors Boots had a good Christmas, with independent pharmacy not quite so strong. Performance during the year was in line with the

overall 8 per cent figure for all outlets. However, the significant figure is that of only 2 per cent growth over the year for the drugstore sector, which primarily comes down to Superdrug. Caught between grocery on one side, and a more cost competitive Boots and specialised pharmacy outlets on the other, drugstores are under pressure. AGB predict that they will continue to show below average growth.

The Body Shop continues to carve a successful niche. AGB expect their sales in toiletries to exceed Marks & Spencer's some time this year, which is a significant move considering the customer flow through M&S.

Environmental issues are likely to have a major influence on product launches this year,

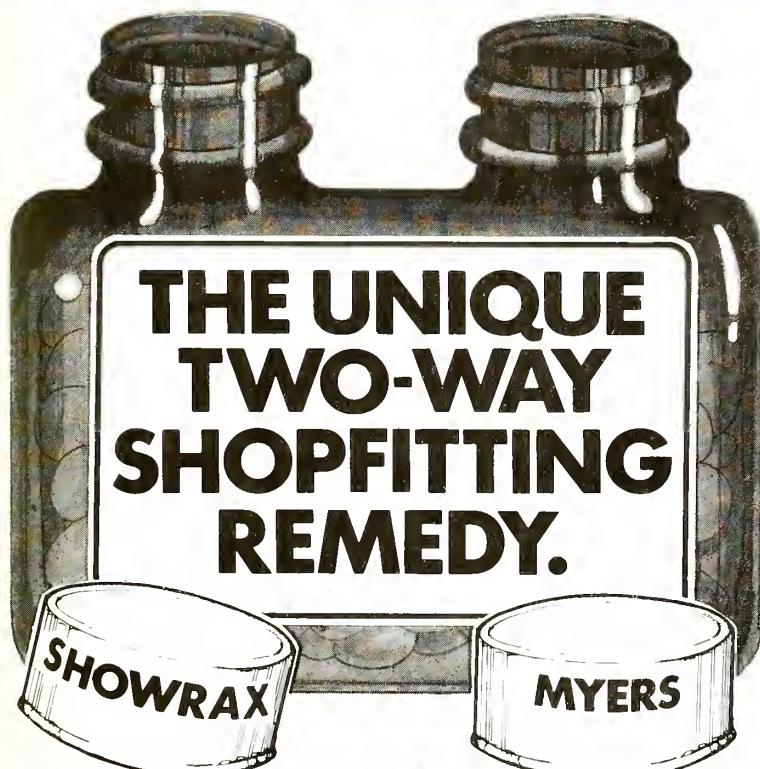
predict AGB, as companies align marketing with consumer expectations. Sectors where this is likely to be seen first are in the haircare and bathcare sectors. Detergent products in the household sector already have a strong green tinge, eg Ariel Ultra.

Usage is still increasing in the male toiletries market. Boots are to take the plunge and unveil a men's range under the No 7 brand in the next few weeks. With their clout behind the product it is possible it may be successful, AGB concedes.

Financial pressure on the family unit will constrain any increase in consumer spending or moves to more premium priced products. There will be a lot of brand switching rather than sterling growth, suggest AGB.

### Trade sector shares — total industry

Total market (£m)	2,304	2,463	+ 7	455	340	373	411	415	407	503
	% value			% value						
Total chemists	36.2	36.0	+ 6	37.6	37.4	35.7	36.4	35.3	33.1	37.5
Total drug stores (inc FWY)	12.2	11.6	+ 2	10.2	12.2	11.7	12.2	12.3	11.8	10.3
Multiple grocers	21.5	22.6	+ 12	18.3	25.0	24.0	23.4	22.8	23.6	18.9
Other grocers	5.0	4.9	+ 4	3.7	5.0	5.1	5.0	5.3	5.4	3.8
Department stores	8.6	8.4	+ 5	11.2	7.1	7.5	7.3	7.4	8.0	12.2
Other outlets	16.5	16.5		19.0	13.3	14.7	15.7	16.9	18.1	17.3
12 m/e	N/D	N/D	% change	N/D	J/F	M/A	M/J	J/A	S/O	N/D
	88	89		88	89					



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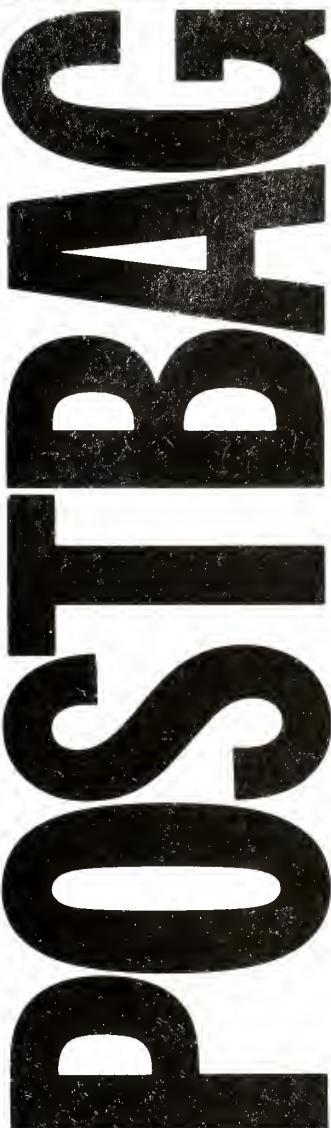
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(BLOCK LETTERS)

CD4

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"At Your Service"



## PPSC criteria: PSNC seeks clarification

In commenting on the new guidelines for rational location (*C&D*, February 17), Xrayser refers to the interests of "natural justice" requiring that all information supplied to pharmacy practice subcommittees be available to interested parties. He goes on to say that if natural justice prevails then what is considered to be confidential information of business numbers will soon be public knowledge.

The guideline complained of is guideline 33 which states: "The FPC may already have sufficient information on the services available to the local population to enable the PPSC or an appeal panel to consider an application. In other cases it may be necessary to assemble information specifically for the purpose of determining an application, or to supplement information already held. Appendix A attached sets out an illustrative, but not necessarily comprehensive list of factors, some or all of which may be relevant in any particular case. Information supplied to the PPSC should also be made available to the applicant and to the persons notified as in paragraph 27 above if they have made representations to the committee within 28 days."

This refers to Annex A of the guidelines which, in turn, refers to, among other things:-

"ii. the numbers of prescriptions dispensed and, as far as this can be ascertained, their usual sources. To a very considerable extent this will be dependent on the number and location of general medical practitioners, and the size of their prescribing lists, but it is common for prescriptions to be dispensed at a distant pharmacy convenient to the patient's home, place of work, shops etc and this should be borne in mind."

Xrayser is interpreting this paragraph as meaning that the precise numbers of prescriptions dispensed from individual pharmacies should be indicated to all interested parties — this is not, in PSNC's view, the case.

The "necessity or desirability" of a pharmacy application must be viewed against the adequacy of service. In the absence of knowledge of the *overall* demand for a service it is difficult to judge adequacy. PSNC would certainly not consider that this should involve the FPC, or contractors concerned, indicating individual prescription numbers any more than doctor's list sizes should be required.

In view of the general concern expressed on this matter PSNC has written to the Department expressing the view that the FPC should give a general indication of the total prescriptions issued within the locality, not the numbers of prescriptions dispensed by individual pharmacists.

S.R. Axon  
Secretary, PSNC

## Catastrophic pay package?

The LPC Conference held on February 19 epitomised the perilous state of community pharmacy and, in my opinion, represents the ultimate demise of the independent pharmacy contractor. Discussion on the remuneration package having been rescheduled to the afternoon, David Sharpe, Pharmaceutical Services Negotiating Committee chairman, announced that he was about to wipe the smiles off the faces of contractors before itemising the package to delegates. Members were apparently confused by the array of figures presented to them at such short notice, yet were asked by Mr Sharpe to provide some guidance for future negotiation. This, despite a resolution from Sunderland addressing the only truly effective measure — judicial review.

The facts are that our true agreed remuneration increased by only 4.3 per cent in 1988 and 2.2 per cent in 1989, but were bolstered by lump sum payments which were owed to contractors from previous years. Last year, the chairman represented the 1989 figures as a 9 per cent increase, because in addition to our 2.2 per cent increase, we were to receive a deferred payment of £39m. Sunderland LPC warned that this exercise had severely lowered our true remuneration base for future negotiations, particularly as the cost-plus contract had been abolished.

It now seems that the Department has agreed with our figures and removed the £39m in order to estimate the present remuneration offer of £550m. Contractors should also be aware that the profit element has been remorselessly eroded in conjunction with a discount clawback of £36m — catastrophic by the PSNC's own assessment! The net effect of this package will be the closure of at least 800 pharmacies. The average contractor will be at least £3,000

worse off, with escalating overheads and a depressed financial baseline for future negotiation.

A judicial review should be sought on the equity of our contract which is patently unfair. We are being treated as entrepreneurs by the Department, yet the fruits of our endeavours have been clawed back, saving the taxpayer virtually £1 billion of drug costs since 1980.

Despite this scenario, Mr Sharpe considered it more relevant to interrupt discussion on remuneration and delay resolutions so that a lecture could be given by Tim Webster on residential homes. In my opinion, the timing was inappropriate and raises serious questions about the conduct of the meeting.

Dr Keith Watson  
Sunderland LPC

## Right to buy

I read with interest in last week's *C&D* (February 24) that AAH are withdrawing from future franchisees their right to buy their shops. Contrast that with the earlier AAH scheme where the pharmacist franchisee had the right after 10 years to buy the business for "just 50 per cent" of the then market value.

The earlier scheme brochure asked pharmacists whether they would like to run their own pharmacy. Will the new literature ask whether pharmacists would like to make a career as a manager in an AAH-owned shop?

What will be the view of the many pharmacists who have been outbid by AAH for pharmacies which were sold? Previously they could at least draw some comfort that after 10 years those shops would be returned to the independent pharmacy sector. Now they will know that the pharmacies are lost forever to a wholesaler-owned chain.

It is no wonder that Bill Revell is quoted as seeing this change as "an improvement in the terms of the scheme". But an improvement for whom? Not for independent pharmacy.

The sooner that Unichem achieves flotation so that it can launch its own planned franchising scheme the better for the independent pharmacist. We are committed to the concept of pharmacists having the right to acquire the ownership of their shops. We see franchising as a fair method of achieving that goal, not as a means of building up yet another wholesaler-owned chain.

J.F. Harris  
Finance director, Unichem



## ANNOUNCEMENT

# Copyright Infringement

In January of this year  
Smith Kline & French Laboratories Limited  
commenced proceedings against  
Generics (UK) Limited  
for infringement of copyright in its unique design of  
*Tagamet 400 mg blister packs*  
containing 15 tablets in a 7 x 1 x 7 formation.

Such infringement has been admitted by  
Generics (UK) Limited and they have given  
an undertaking in the High Court  
to cease immediately all further sales and  
distribution of the blister packs in question.  
Damages are also being claimed by SK&F.

Wholesalers have been informed individually  
of the situation and advised that any further dealings  
in such packs would constitute  
a further infringement of copyright and render them  
also liable to SK&F for such infringement.

Smith Kline & French Laboratories Limited is part of  
the SmithKline Beecham group of companies.

February 1990  
Mundells, Welwyn Garden City, Hertfordshire AL7 1EY



# Coming shortly

**It's time consuming, it's expensive...it's advertising. C&D goes on set as Gillette's latest Natrel Plus commercial is put together**

In the racey, competitive world of advertising it's originality that wins at the end of the day. The advertisements that captivate the nation are the ones with a flash of ingenuity — the ones that make us think, intrigue us, amuse us and ultimately persuade us to purchase a particular product.

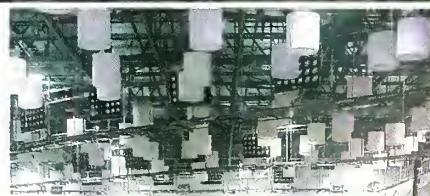
In television advertising the need to be different is crucial. With more companies than ever before advertising their brands on the box it is becoming increasingly difficult to say something new — to "stand out from the crowd". However, Gillette are determined to overcome this hurdle with their latest £1 million Natrel Plus commercial which, they believe, has a flair and individuality that will capture and maintain public attention.

The commercial continues the strategy

used in the original campaign and follows the body-painted Natrel Plus couple in their flight from a pack of wolves. Product benefits are illustrated when the pair, by applying Natrel Plus, are able to evade capture by harmonising with their woodland surroundings.

Making an advertisement like this takes both time and money. A mere minute of recognition can cost millions and can take up to a year to create. However, as the number of commercials hitting our screens continues to soar, companies obviously value this form of advertising and are satisfied that the money they pay is money well spent.

"Television advertising is one of the best means of promoting a brand and reaching a wide audience. Natrel Plus is a premium brand and we are prepared to pay for a commercial



*Fleeing the wolves in the latest Gillette commercial for Natrel Plus (left) and the woodland set laid out (below)*

that supports its profile", says Natrel Plus European product manager, Stephen Foulser.

However, the advertising world is a transient one and public attention is easily diverted. With this in mind, Gillette decided to update their Natrel Plus campaign after two years and approached Saatchi & Saatchi, their advertising agents. "After two years a company will usually decide that an update is necessary. By this time a commercial has served its purpose and will not be drawing as many new customers to a brand," says a spokesman for Saatchi.

Although the first Natrel Plus commercial introduced a new product, the aim of the second one is to increase customer awareness by stressing product benefits, says Stephen Foulser. The aim seems straight forward enough, but putting it into practice means months of gruelling research. From conception to completion, commercials such as this one can take over a year to complete with weeks of solid shooting for seconds of finished film. Perfection is the name of the game and advertising agencies will go to any lengths to achieve it.

The viewing public is a very demanding body, everything depends on public reaction which can make or break a product, so a commercial has to be right, there are no second chances, say Saatchi.

The Natrel Plus commercial was directed by 44 year old Franc Roddam, who made his first feature film debut in 1978 with "Quadrophenia". He also created the television series "Auf Wiedersehen Pet". Meanwhile, the set was in the capable hands of Elliott Scott who has designed sets for the Indiana Jones films as well as "Who Framed Roger Rabbit".

However, before either director or set designer appear on the scene there are several important stages that need to be completed. The germ of any television commercial begins with the brand manager and his team who must decide whether they want television coverage for a product. "In our case we wanted to stress that Natrel Plus is a deodorant that contains plant extracts," says Stephen. Most companies will approach an advertising agency with equally strong ideas about the message they wish to put across to consumers. This is known as the "brief" — a set of objectives and guidelines for the advertising agency to follow. The agency then passes this on to their creative department. The Natrel Plus commercial was written by Saatchi creative director Bob Gabriele last February. "It was a challenging task, I had to be careful not to repeat too many ideas from the first commercial, while still continuing in a similar vein," he says.

He chose a woodland setting along with wild animals and "naked" bodies to stress the natural nature of the product. "I also introduced a storyline with an element of danger to maintain public interest." Bob put all of his ideas in for thorough research to ensure their authenticity. He also studied commercials being shown by competitors to ensure that he was not repeating their ideas. The research for the Natrel Plus commercial took more than four months to complete and included a study of the habits of wolves as well as research on how the human sweat glands work. This happens with all commercials and the final result from the creative department is a scene by scene "story board" which is duly

presented to the client. In the case of Gillette, the company rejected the initial idea because of the use of wild animals. "We were afraid that consumers would associate wolves with bad smells and that this would colour their view of the product," says Stephen.

So Saatchi took the idea back to the drawing board, but then, several days later, took the unusual step of presenting the company with exactly the same idea: "We did this because we were so convinced that the idea would work," says a Saatchi spokesman. The Natrel Plus brand team finally accepted the idea, and an animatic was duly made. By this time, the script had been shown to the ITVA to check that the commercial was "decent". All commercials undergo this strict testing which includes a frame by frame examination.

This animatic was then put back into research, and shown to consumers from all walks of life who were asked for their comments. This happens with all commercials. Feedback is carefully monitored and the advertisement is adjusted accordingly. Saatchi were very fortunate with consumer reaction — those who saw the animatic reacted in exactly the way they hoped.

### Making adjustments

Often, however, at this stage a company may have to make major adjustments to their commercial, and in severe cases the idea will have to go back to the drawing board. At this point the advertisement is ready to shoot and the advertising agency, along with the company, choose a director.

Natrel Plus posed its own problems for director Franc Roddam. Not only was he working with wild animals, but also with nudes. "Working with nudes means sticking to some very strict guidelines, which at times can hamper creativity," he says.

Similarly, with the wolves on set, Franc had to make sure that he achieved satisfactory scenes very quickly: "Animals soon get bored and then the spontaneity and urgency of a shot can be lost for ever," he says.

Franc had the task of interpreting the script passed on to him by Saatchi, as well as coordinating shots and directing the action in each scene. The director's role on any advertisement is crucial, because at the end of the day he is responsible for the tone and the atmosphere of the finished piece.

For a man who is at home working on large and prestigious feature films it might seem that working on a 60 second commercial was rather an uninspiring task. However, this is not the case: "I find working on a television commercial a very challenging experience. There is so much information to include in a very short time. This one is particularly difficult because atmosphere is crucial here. What I found most challenging was to include the product in a subtle but memorable way."

In fact, one of the most memorable aspects of this particular commercial is the set, which took four weeks to construct. It depicts an authentic woodland scene — natural and unspoilt in keeping with the tone of the script. Elliott Scott constructed his set around a vast tank of water which was used to create a "river" running through the forest, and a cascading waterfall on its edge. Over 400 tonnes of soil were then used around the tank to create grassy banks on either side of the river. Working from the barest of sketches, Elliott then created a tumble-down bridge.

The hundreds of trees used on set were donated by the Forestry Commission. They

were the spoils of the October '87 storms, preserved in a mixture of glycerine and olive oil. Roots were created with painted polystyrene, and branches and trunks were bound together with reams of wire. The attention to detail on this set is not unique to Gillette. Any company making a commercial will scrutinise every aspect for authenticity. The public demands it! In Gillette's case, specialist gardeners were called in to ensure that leaves, trunks and branches matched and that grass and moss were in the right places.

The make-up artists in this commercial had a more prominent role to play than most. The two models in the commercial are naked and their entire bodies painted to blend with their surroundings. The body painting on set was by Canadian artist Phyllis Cohen and British artist Richard Sharples using specific body-cosmetics. Richard stresses the importance of patience when body painting. "We had to pause frequently so the models could rest; this meant that the job took longer to complete, which was a little frustrating."

The job of blending the body with the surroundings was always determined by camera position and Richard was constantly looking through a camera lens to check that the effect was working. Models Hailey Whittome (22) who has appeared in commercials for Clairol, Max Factor and Maxie Spring '90, and Frenchman Hervé Guillou (26), were often required to stay in the same position for six or seven hours at a time: "Some of the shots required specific poses which had to be maintained until the job was finished," says Richard.

Days on a commercial set vary considerably. Some are fast and hectic from beginning to end, while others are spent hanging around in frustration waiting for lights to be mended or scenery to be adjusted. With more than 65 people on this commercial alone, the cost to the client soon mounts up. The Natrel Plus commercial took three weeks to shoot and the final results were shown to Gillette at the end of last year. The film had been cut to 60 seconds by the editor and director.

The edited version was put into research again with encouraging results. "We discovered that consumers were very keen on our 'camouflage' theme and so we have adjusted the commercial to include more of this" says Stephen.

Although the new campaign cost Gillette a total of £3m, they have also invested a further £1m in sampling and other promotional activity. "Television alone will not sell a brand, it must be supported with other marketing activity", says Stephen. He believes that this year's activities will increase the market share of the product by an extra 2 per cent by the end of the year.

Obviously, this all depends on public reaction to the commercial. At the end of the day, it is the consumer who dictates whether or not a commercial will succeed. As consumers become more demanding and less easy to please the task facing companies isn't easy. "The consumer seals the fate of every commercial that goes on the air" say Saatchi; "You can't please all of the people all of the time, but in the world of advertising you certainly have to try".

■ The Natrel Plus commercial will go on air for the first time on March 24 running in three national television bursts from Spring to the end of Autumn. It will begin with a 60 second slot then afterwards time lengths will be varied and 40 and 30 second versions will be shown as well as a 10 second reminder.

# BUSINESS NEWS

## Barry Mero franchises

Barry Mero Ltd have moved into the retail franchise business with the launch of the Barry M Shop outlets selling the company's range of "cruelty-free" beauty products. The company already has five franchises operating in the UK and its target is to open another 20 by the end of the year. Abroad, the company has four of its shops in Switzerland and another in West Germany. In common with contemporary franchising operations each shop is given its own individual layout plan but this is designed within the corporate image of the franchise — in this case, deep windows and a black, white, grey and red colour scheme.

The products marketed are the Barry M range of beauty preparations for men and women — "strictly not animal tested," says the company. The main lines are facials, soaps and shampoos and other body care products. In parallel, Barry Mero is also selling his complete range of products by mail-order from the company's North London head office.

## Frosst first

Merck Sharp & Dohme Ltd have created a new sales division to sell a combination of MSD and TSP products into pharmacies and to GPs. Frosst Pharmaceuticals will also be used to market new products "in several therapeutic areas" which MSD have in the pipeline.

"The idea is to improve our service to GPs and pharmacies," said an MSD spokesman, "and the expansion of the sales force reflects the fact that the company will be expanding its product line."

New MSD launches are expected to include treatments in the area of hypertension and congestive heart failure.

The name Frosst Pharmaceuticals comes from the Canadian parent Merck Frosst.

## Record pre-tax profit for ICI

ICI have reported an increase in pre-tax profit for 1989 of just 4 per cent — up from £1,470m to £1,527m. This is against a background of an increase in turnover of some 13 per cent.

ICI chairman Sir Denys Henderson announced an increased dividend of 55.0p, 10 per cent up on 1988.

**Group turnover up 13pc to £13,171m**

**Pre-tax profit up 4pc to £1,527m**

**Earnings per share up 4pc to 135.0p**

**Final dividend up 10pc to 55.0p**

### Pharmacy sector:

**Turnover up 14pc to £1,334m**

**Trading profit up 24pc to £399m**

Despite the flatness of the overall results, the pharmaceutical sector of the business had a very good year. Turnover has risen to £1,334m (£1,172m) to provide a trading profit of £399m, up 24 per cent on the 1988 figure. This represents 27 per cent of the group's total profits for last year.

Sir Denys commented: "The growth in earnings reflected both a strong performance from established products like Tenormin and Nolvadex which is now the world's top selling anti-cancer drug, plus growing rapid success in a cluster of important recently launched products such as Xestril, Diprivan and Zoladex, which have already achieved sales of over £120m in world markets."

## Sick pay rates increase

From April 6 the rates for Statutory Sick Pay are to be increased from £52.10 to £52.50 a week for the higher rate and from £36.25 to £39.25 per week for the lower rate. The earnings band is also to change so that the higher rate becomes payable where an

employee's earnings are normally £125 or more a week (increased from £84 or more a week). The changes are made by SI 1990 No. 257 Terms and Conditions of Employment The Statutory Sick Pay (Rate of Payment) Regulations 1990. HMSO £0.50.

The company was also still in the process of increasing resources to develop newer Other Effect businesses, such as biological products, image data and advanced materials.

For the 1990s Sir Denys looked to Europe and the Asia Pacific markets: "The immediate massive markets are in the EC," he said, "and if adequate political solutions are found Eastern Europe will be a massive new market for consumer goods. Translating market potential into hard cash will be a long and difficult process, but it is an enormous market. There are about 490m people in the Eastern block compared with 325m in the EEC." He said ICI were looking to expand in the Asia Pacific markets, where the company expects a 40 per cent growth in the chemicals side of its business.

For the immediate future, however, Sir Denys accepted that "1990 would be a challenging year."

## Lloyds pay progress

The Health Secretary Kenneth Clarke is to be asked to make a progress report on the inquiry by his department into whether teenage employees of the Lloyds Chemist group are being paid in accordance with the rates agreed by the National Joint Industrial Council for Retail Pharmacy.

Nearly 30 Labour MPs have now signed the Parliamentary motion tabled by Mr Jeff Rooker, MP for Perry Barr, Birmingham, emphasising that the Lloyds group is a signatory to the agreement reached by the JIC and pointing out that it undertakes contracts on behalf of the NHS.

Mr Rooker has received further complaints about Lloyds following publication in the pharmaceutical Press of the terms of his Parliamentary motion. He said some letters were from outside his constituency.

C&D has still been unable to contact Lloyds for comment.

## Unilever up

Unilever have announced pre-tax profits of £1,802m for 1989 on sales of £21,521m, rises of 24 per cent and 26 per cent respectively.

In a year in which the company acquired Fabergé, Elizabeth Arden and Calvin Klein its personal products operation shows a rise in operating profit of 48 per cent — up to £246m — on a turnover rising from £1,628m to £2,310m. However, the new companies made a negligible contribution to this improvement after allowing for heavy financial costs incurred.

Unilever acquired some 55 businesses in 1989 at a total cost of £1.9 billion, including Rimmel, Chicoco, and Jeyses Hygiene. The "other operations" category, which includes medical products, increased sales from £1,283m to £1,392m, and operating profit from £101m to £157m.

Unilever have proposed a final dividend of 12.24p per share, taking the year's total to 16.75p.

# Lofthouse stop Friend rival

A potential rival to "trust" Fisherman's Friend throat lozenges, which has been tackling ticklish coughs since 1865, met a rapid demise in the High Court on Tuesday.

Lofthouse of Fleetwood, makers of Fisherman's Friend, which is also sold in America and the Far East, obtained a permanent injunction to keep the proposed new lozenge, Bosun's Mate, off the market.

Mr Richard Miller, counsel for Lofthouse, said terms had been agreed to dispose of an action in which Lofthouse complained that Pharmatrition UK Ltd and Fairmont Manufacturing Co Ltd infringed their trade mark and were intending to "pass off" their lozenge as Fisherman's Friend.

"Recently they decided they wanted to sell a lozenge to compete with Fisherman's Friend," he told Mr Justice Millett. "They decided to call it Bosun's Mate and regrettably to adopt a 'get-up' which bore a striking similarity to that of the famous Lofthouse product."

The Bosun's Mate companies, which have premises in Kilblane Street, Copse Road, Fleetwood, consented to the injunction.

## 'Eventful' year for R-P

Rhône-Poulenc have announced a rise of 11.8 per cent in sales for 1989, up to F73 billion. However, although the group's pre-tax profit reached F4.1 billion before the payment of priority dividends, the figure falls back to F3 billion or 4 per cent up on the previous year once these payments have been deducted.

This is in line with the results just announced for ICI.

Share coverage is F61.5, and the company has announced a dividend of F17.5 per share against the F15 per share distributed for 1988.

Preference share holders will receive F22.5 (F20 in 1988).

During 1989 Rhône-Poulenc increased their investment in research and development to F4.2 billion, or 5.8 per cent of sales. The increase in the group's operating cash flow, which reached F11.4 billion (+39 per cent) enabled this research, acquisitions, and industrial investment to be financed, though the company's debt: equity ratio has risen from 0.5 to 0.7.

Company president Jean-René Fourtou commented: "1989 has been an extremely eventful year for everyone in the organisation. We are now in possession of a more solid portfolio of activities, one which is more balanced and

less sensitive to economic fluctuations."

■ Both Boots and Rhône-Poulenc played down Press reports that an offer had been made for Boots' pharmaceutical business (*The Times*). The report said that an offer of £700m had been made by Rhône-Poulenc and rejected by the British company. Boots were not prepared to comment on the story but a

spokesman said: "We are totally committed to keeping our pharmaceutical business and it is not for sale." Similarly, a Rhône-Poulenc spokesman said: "We are happy to confirm that we spoke to Boots as it is in line with our policy of becoming one of the top 10 companies in the world. However, it is just one of the options we examined before the Rorer deal was announced."

## COMING EVENTS

### PSNI president's dinner

Pharmaceutical Society of Northern Ireland president Ronnie McMullan is holding his presidential dinner at the Culloden Hotel, Craigavon, on March 14.

During the evening, Mr McMullan will present Fellowship certificates to James Chambers, Derek Lawson, Jim Speers and John White. Joe Cahill, secretary and registrar, Pharmaceutical Society of Ireland, will be made an honorary member of the PSNI.

The cost of the dinner is £15 per person. Details from the secretary, PSNI, 73 University Street, Belfast.

### Monday, March 5

**Bristol Branch, RPSGB.** Centre for Medical Education, postgraduate centre, Southmead Hospital at 7.30pm. "Herbal Remedies".

**Chelmsford Branch, RPSGB.** Joint meeting with Chelmsford & Essex NPA Branch. Broomfield Hospital, Chelmsford at 7.45pm. "Aspects of PR", Speaker, Mr T. Astill, director, NPA.

**Eastbourne Branch, RPSGB.** Postgraduate centre, Eastbourne District General Hospital at 8pm. "The use of chemotherapy and radiotherapy in the treatment of cancer" by Dr. N. Hodson, consultant.

**King's College London.** First Chelsea Alumni lecture in the Department of Pharmacy, King's College, London at 6.30pm. "Influence and innovation in industry — a pharmacist's view" by Alan B. Sanders, managing director, Pitman More Ltd.

### Wednesday, March 7

**Brighton Branch, RPSGB.** Postgraduate centre, Brighton General Hospital, Elm Grove, Brighton at 8pm. Refresher lecture on "Paediatrics".

**Wirral Branch, RPSGB.** Postgraduate Centre, Clatterbridge Hospital at 6.45pm. "Incontinence."

### Thursday, March 8

**Weald of Kent Branch, RPSGB.** Postgraduate centre, Kent & Sussex Hospital, Mount Ephraim, Tunbridge Wells at 7.45pm. "Hair and scalp", by Mr Ian Burgess, Medical Entomology Centre, Cambridge.

**Glasgow Branch, RPSGB.** Room 1, McCance Building, University of Strathclyde, Glasgow at 7.30pm. "Response to symptoms", by Dr. A. Blenkinsopp, member of Council.

### Friday, March 9

**Somerset Branch, RPSGB.** Working dinner at the County Hotel, Taunton to discuss current pharmacy matters, at 7.45pm.

### Advance information

**British Society for the History of Pharmacy.** 13th Foundation Lecture on March 13 at Royal Pharmaceutical Society, 1 Lambeth High Street, London SE1 at 6.30pm by Dr. Roy Porter. Contact Mr R.E. Marshall on 01-735 9141, before March 6.

**National Association of Women Pharmacists in conjunction with Mersey RHA.** Merseyside Weekend School "Pharmacists, doctors and patients," on April 6-8 (AGM on April 7). Full course £70. Closing date for applications March 9. Contact Mrs Jones, on 07048 77140 after 7pm.

**CBS wholesale trade show,** at German Road, Tottenham, London N17 0QN, on April 1 from 8am-4pm. Events will include a free prize draw, organised by Elida Gibbs, for a Bedford Rascal van with the winning entry to be drawn on the day. For details contact Nicky Edden on 01-801 6444.

## Debut for Face Bar

A new cosmetics retailing operation intended as the pilot of a franchising chain has opened in Southampton. Managing director Jacqueline Paterson, formerly a designer with Miss Selfridge and Sainsbury, opened the Face Bar at the end of last year.

"The aim is to occupy the sort of specialist retailing position that Knickerbox and others have achieved in their respective markets. That means offering the right stock in an easy, self-select way," said Ms Paterson. The selling proposition of the business is to offer a greater range of

cosmetics than would normally be provided in a cosmetics outlet. "For example, we stock over 60 different shades of lipstick, and you would probably find only 20 in a traditional shop."

All the cosmetics are the Face Bar's own brand, and though the basis is cruelty-free, "it is not something the company makes an issue of." Face Bar is already providing two other businesses on a wholesale basis.

The look of the Face Bar was designed and implemented by 4th Dimension, the POS design division of Oakley Young.

# CLASSIFIED

FOR FURTHER INFORMATION CONTACT JASON GALLUCCI ON  
0732 364422 EXTENSION 472

Rorer Health Care Limited is a successful, dynamic company, which develops, manufactures and markets a wide range of ethical pharmaceutical products for the UK and overseas markets.

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To support our demanding Clinical Trials programme, we are looking for a self motivated enthusiastic Pharmacist to be responsible for the Clinical Trial Supplies function.

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The ideal candidate will be a Registered Pharmacist, with a minimum of one year's post registration experience from within the Pharmaceutical Industry, or in the hospital service or working in the community. Good communication skills, a meticulous approach to detail, the ability to work with minimal supervision and willingness to undertake some travel in the UK and overseas are essential.

In addition to offering the opportunity to develop a rewarding career within a dynamic environment, we offer the following benefits package.

- A competitive salary.
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If you are interested in applying for this vacancy, please send a C.V. or telephone for an application form, to Mrs. Charmion Gillmore, Personnel Manager, Rorer Health Care Limited, St. Leonards House, St. Leonards Road, Eastbourne, East Sussex BN21 3YG.  
Tel: (0323) 21422 Ext. 222.



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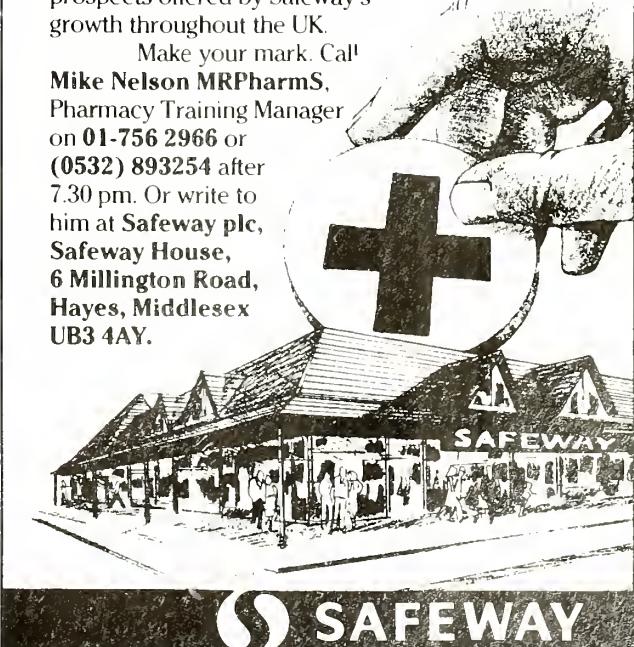
Opportunities are currently available in the following areas:-

- ★ Ashford, Kent
- ★ Eastbourne
- ★ Tunbridge Wells
- ★ Evesham, Worcs.
- ★ Walsall
- ★ Hereford
- ★ Eastleigh, Southampton

In line with our position as a leading retail organisation your contribution to our continued business success will be rewarded with a competitive salary and a benefits package, including relocation assistance where appropriate. Our on-going management training and continuing education means that you'll be able to take full advantage of the exciting career prospects offered by Safeway's growth throughout the UK.

Make your mark. Call

**Mike Nelson MRPharmS,**  
Pharmacy Training Manager  
on 01-756 2966 or  
(0532) 893254 after  
7.30 pm. Or write to  
him at **Safeway plc,**  
**Safeway House,**  
**6 Millington Road,**  
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**SAFEWAY**

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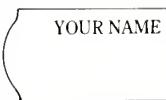
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# ABOUT PEOPLE

## Rhodes puts case for paracetamol control

The Royal Pharmaceutical Society's assistant secretary Bruce Rhodes spent an hour last Tuesday night on London's LBC Crown FM radio phone-in putting pharmacy's case for greater control of over-the-counter medicines.

Mr Rhodes' appearance on "Robbie Vincent's Nightline" was prompted by the recent case when a woman died after taking a cocktail of paracetamol-containing OTC medicines.

Mr Rhodes received support

for greater control of paracetamol from a nurse who works on a medical ward where two patients a week are admitted suffering from deliberate overdose. She said most people were quite ignorant of the problems that could occur three or four days after taking an overdose of paracetamol.

Mr Rhodes said the fact that paracetamol was available from corner shops and garages meant that people thought they were safe.



Pharmacist David Godfrey, a main board director of Wellcome plc and Wellcome Foundation, outside Buckingham Palace with his wife Margaret, on Tuesday, after receiving his CBE.

### APPOINTMENTS

## Lauder joins Robinson

Robinson Healthcare have appointed Andrew Lauder as managing director. Mr Lauder joins the company after a four year spell as chief executive of Tom Smith Ltd, the Christmas cracker manufacturer.

"With little or no sign of market demand abating, I plan to develop Robinson's branded and own label products not just in the UK but throughout Europe. The company has a superb base from which to build and with my hands-on experience of national accounts management, new product development and marketing, I intend to lead from the front," says Mr Lauder.

As a first move he has disbanded two business groups, consumer and medical.

**John Richardson Computers Ltd** have appointed Tom Hart as operations manager. His role will be to streamline the operation of a rapidly expanding workforce and premises at Preston, to cope with the imminent launch of EPOS and Dental systems.

**Roc UK** have appointed beauty therapist Debbie Hewitt as their first UK training manager. The company says it sees training as a key element in its brand support programme and this new position will enable such activity to be developed more fully.

**Macarthy Medical** have appointed Patrick Chubb as sales manager of their Harold Hill depot. Mr Chubb, 33, will co-ordinate the depot's sales force activities.

**North West Thames Regional Health Authority** has appointed Simon Robbins as general manager for Bedfordshire Family Practitioner Committee from April 2.

**Unichem** have appointed Michael Bardsley to the board as part of

the company's preparation for conversion to a plc. Mr Bardsley, 60, joined Unichem on March 1. He has formerly held directorships with ICI, polymer Corporation, ITW, Dun and Bradstreet and ITT, and currently is a director of both Wood & Wood International Signs Ltd and Sensor plc.

**Neutrogena (UK) Ltd** have appointed Frances Minogue as managing director. She was previously vice-president Europe for Intercontinental Hotels, and has had considerable experience with toiletries with both Smith & Nephew and Beecham Proprietaries.

**AAH Pharmaceuticals Ltd** have appointed Anne-Marie Campbell as Vantage business development manager for the Northern division covering Scotland, Northern Ireland and the North East of England. Mrs Campbell will be based in Glasgow. The company has also appointed Victoria Johnson as chemist sales representative; she will be based at the Kingswinford branch.

## Postscript

Motions to the Royal Pharmaceutical Society's Branch Representatives Meeting have now been published. Methods of election of Council members — a perennial favourite — is again to be debated.

But what's this? The Dudley, Stourbridge & District Branch have come up with an ingenious twist. They would like Council to investigate the possibility of a voting system which enables members to register their disapproval of certain candidates. Now there's a thought. Do Dudley *et al* have any particular candidate in mind?

We suspect the canny Midlanders just want a legitimate way of spoiling their ballot paper. Then again, it might prove to be the way of improving the voting returns...



# flotation

U P D A T E # 3

## Roadshow Supporting Booklets

The first floatation roadshows have taken place and have drawn large audiences. Two new booklets have been prepared to coincide with the roadshow series - "UniChem's Introduction to the Stock Market" and "UniChem's Introduction to Capital Gains Tax" - and both are being sent to all members, whether or not they were able to attend a meeting.

## Conversion Documents

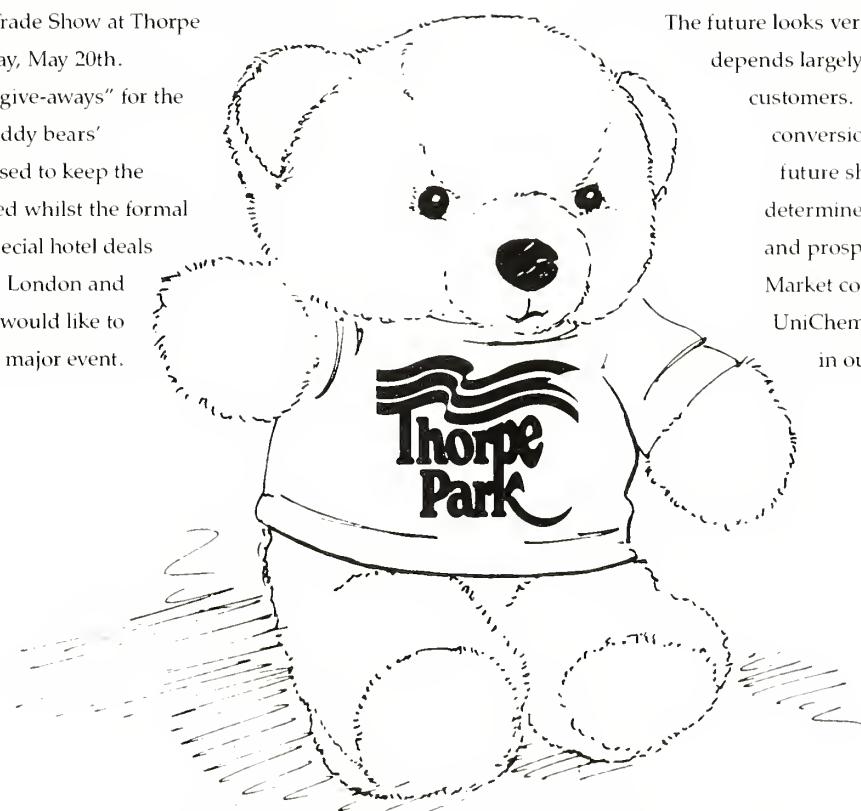
A comprehensive set of documents relating to the proposed conversion will be sent to all members well before the Annual Meeting. These papers will describe fully the actions that members have to take and the proposed structure of "UniChem PLC". Advice on how members will be able to apply for shares in the proposed new company will be included, together with information on how to register your votes.

## May 20th Plans

The response from our members so far has indicated that we may have as many as 6,000 people attending our Annual Meeting and National Trade Show at Thorpe Park in Surrey on Sunday, May 20th. We have thousands of "give-aways" for the family, and a special "teddy bears' picnic" has been organised to keep the younger children amused whilst the formal meeting takes place. Special hotel deals have been drawn up, in London and Reading, for those that would like to make a weekend of this major event.

## Record Results

1989 saw our 18th consecutive year of record sales and profits. The future looks very exciting, but that of course depends largely on the continuing support of our customers. If members vote in favour of the conversion at the Thorpe Park meeting, our future share price after flotation will be determined by our financial performance and prospects, in addition to general Stock Market conditions at that time. Give UniChem your utmost support, and share in our continuing success.

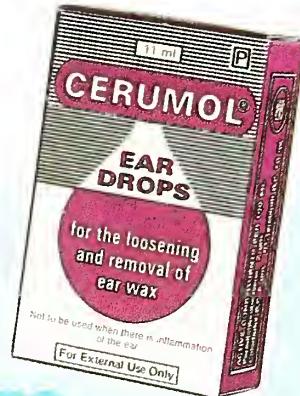
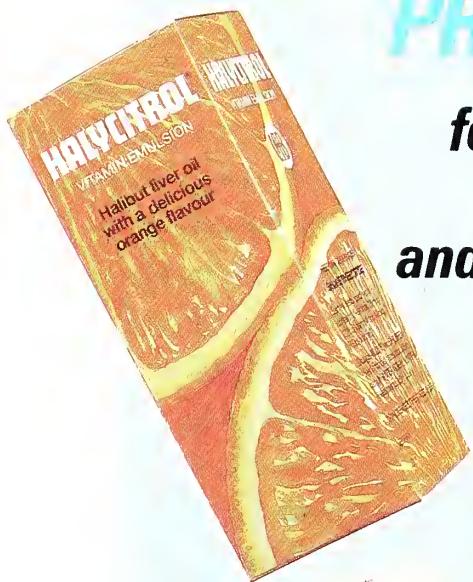


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